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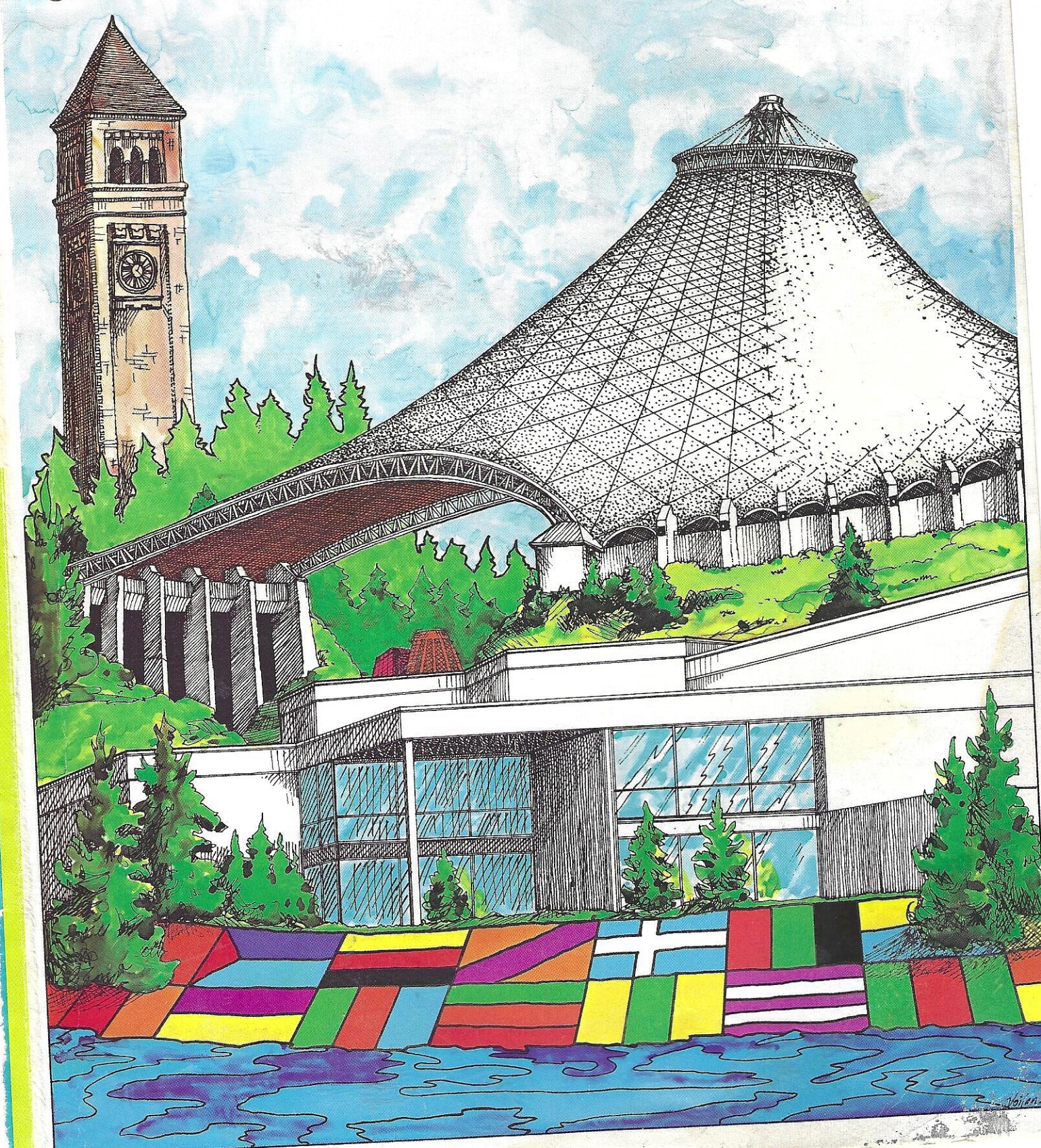
expo'74
World's Fair
Spokane, USA May 4 - Nov 3, 1974



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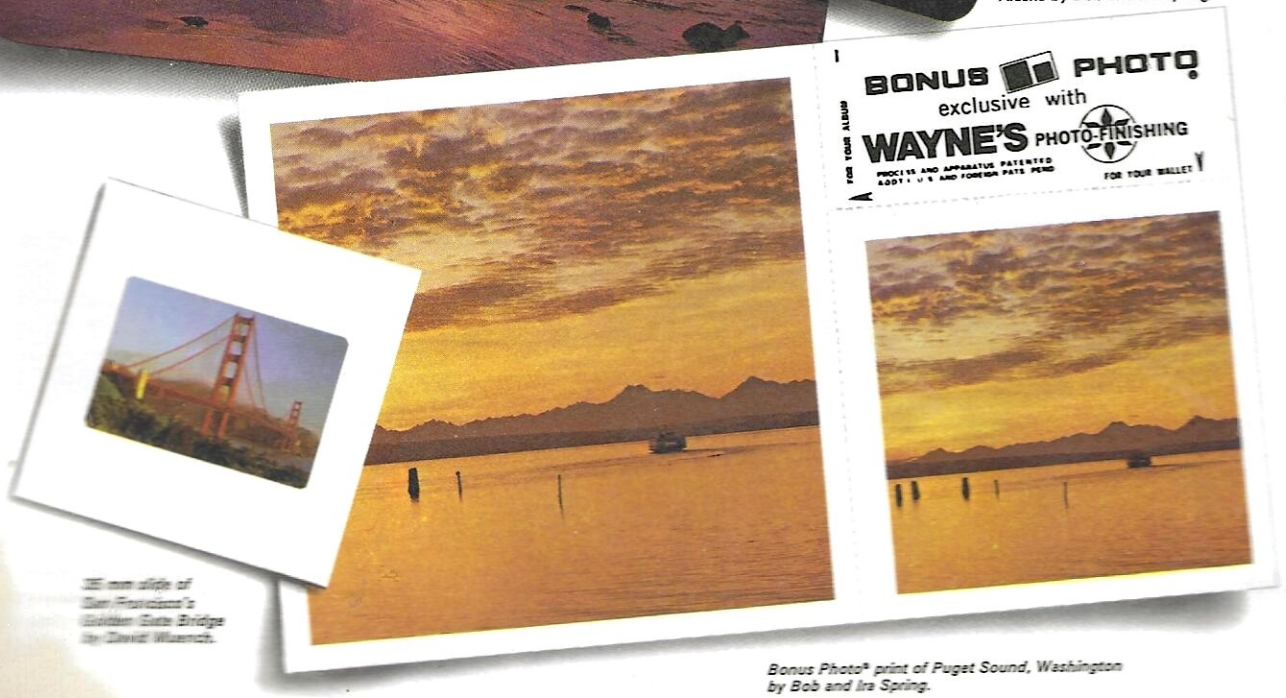
126 borderless silk print of a California sunset by David Muench.

135 borderless silk print of The Needles on the Oregon coast by Ray Atkeson.

110 slide of Portage Glacier in Alaska by Bob and Ira Spring.



135 mm slide of San Francisco's Golden Gate Bridge by David Muench.

Bonus Photo® print of Puget Sound, Washington by Bob and Ira Spring.

expo'74. World's Fair P.O. Box 1974, Spokane, Washington, USA, 99210 (509) 456-1974

expo'74.

Welcome to Expo '74, the first World's Fair on the environment and the only international exposition scheduled in the United States during the Bicentennial Era. It is also the celebration of the 100th birthday of Spokane and we are pleased and proud that nations from around the world have joined us in our dual undertaking.

There is a great deal of civic pride connected with Expo. Just a few years ago the verdant site on which you stand was a jumble of railroad trestles, run-down buildings and parking lots. The Spokane River was polluted and, even in its attractive moments, hidden from view. The heart of the city was dying.

The citizens of Spokane refused to bow to blight and decay. And in less than four years a city has been re-born.

The legacy of Expo is a new life for Spokane: a beautiful downtown park, a convention center and a grand opera house, a revitalized city core. For six months, Expo -- and Spokane -- will be the environment and entertainment centers of the world. Through exhibits, displays, audio-visual presentations and symposia presented by the people of many nations, all of us will have the chance to learn more about our environment and how we can enhance it.

Expo by its very existence has shown that our environment can be better if concerned citizens work together to erase the scars we have placed upon our world.

I hope that you will take time on this visit to enjoy the fresh new environment of Spokane and the Pacific Northwest. Explore our city on the City Drive and rediscover an America you once knew or read about. Travel over the Northwest's mountain ranges, fish and swim in our clear lakes and streams, loll in our lush meadows. Stay and visit a while after the fair. And while you're here, enjoy yourself!

King Cole
President

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expo'74.

If all the outstanding characteristics of Expo '74 could be summed up in a single phrase, that phrase would be: "done by dedicated people". People, their concerns, their spirit and their pride are the lifeblood of Expo. From the beginning of the Expo idea, courageous men and women have resolutely faced -- and solved -- the myriad problems of hosting a city birthday party with the world as its guests.

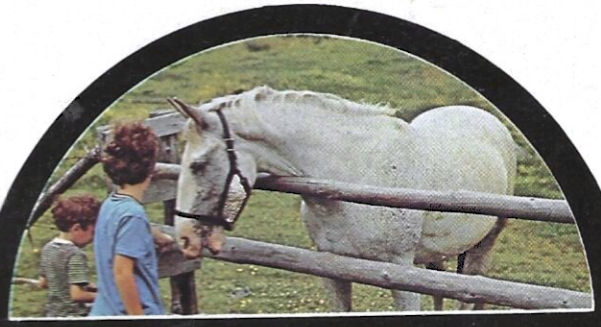
Expo wasn't an overnight undertaking. Four years of planning, fund raising, selling and implementing have gone into the creation of this breathtaking exposition.

People from all over the world have been involved in the conception and creation of the exhibits here for you to sample. People of all rank -- volunteers, amateurs and professionals -- have pooled their talents and given generously of their time to bring you the environmental message, the entertainment, educational experience, excitement and fun that is Expo '74.

Even today, as you peruse this program, thousands of people, off and on the Expo grounds, are working long hours to provide the many services necessary to an international exposition.

The principal credit, however, must go to the people of Spokane. When doubters said, "You can't hold a World's Fair in Spokane," Spokanites said, "Yes we can." And they did. We hope you enjoy the results.

Petr L. Spurney
General Manager



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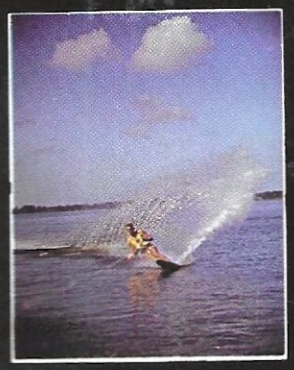

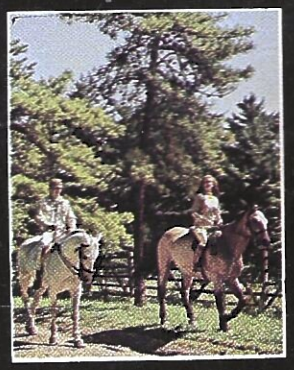

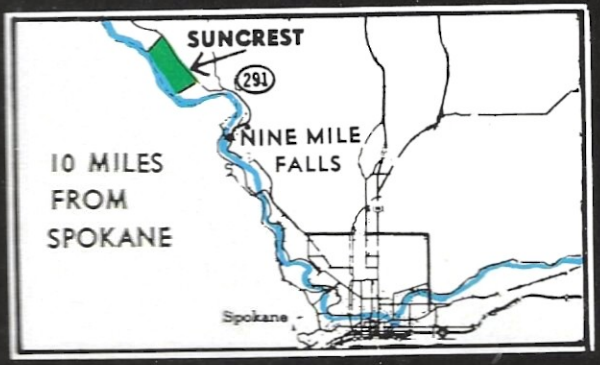

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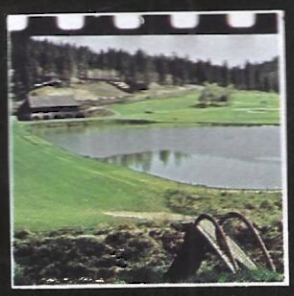

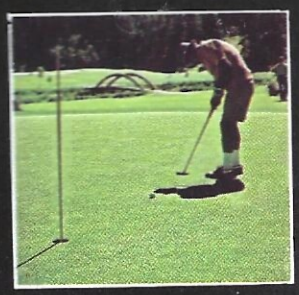

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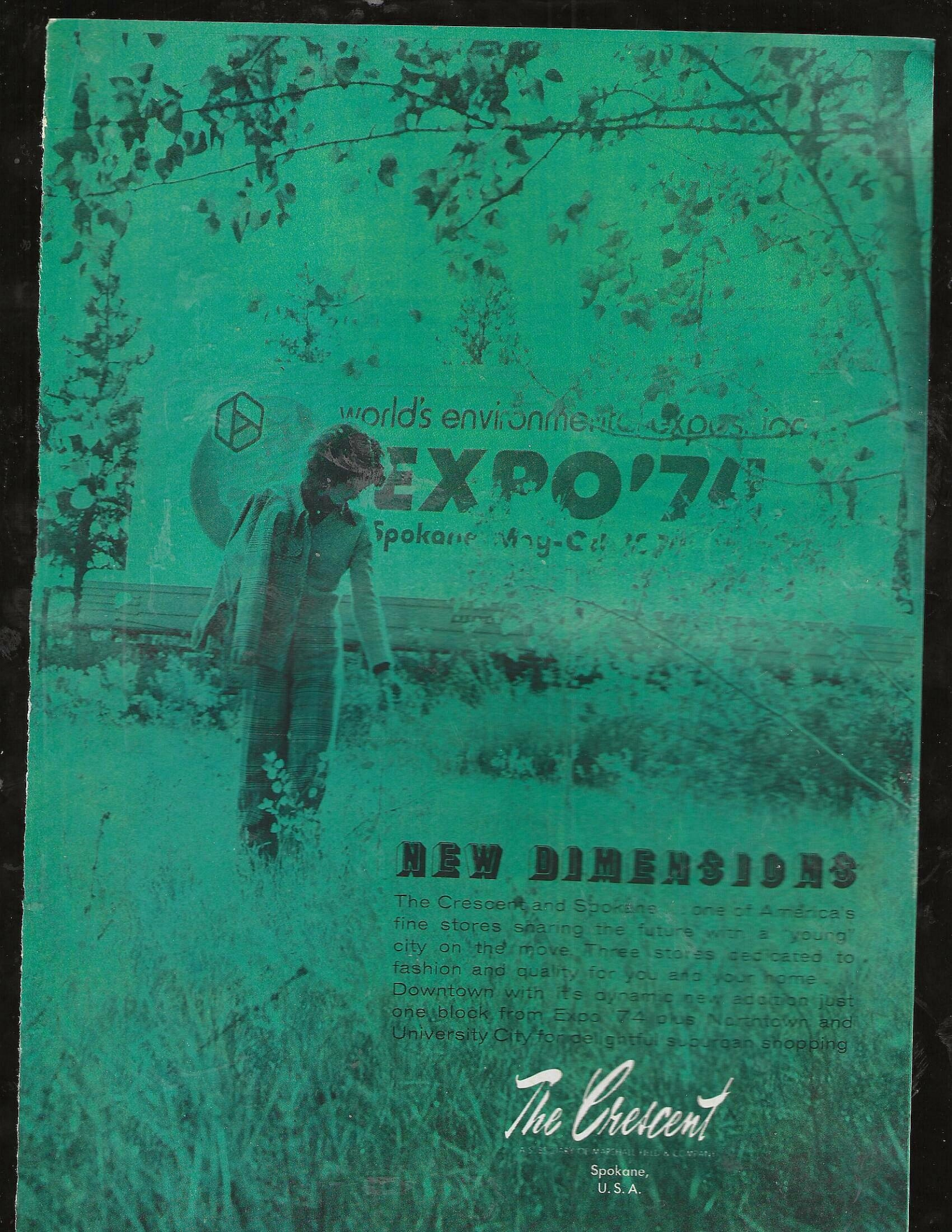
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Spokane, USA

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J. WELLES HENDERSON

J. WELLES HENDERSON
Commissioner General

The United States Commissioner General for Expo '74, a prominent Philadelphia lawyer in private life, is an environmentalist with a deep-rooted conviction that the forces of nature are irresistible and that man cannot twist them to his will.

J. Welles Henderson's interest in the environment and its problems stems from long observation of the sea, the weather, and wildlife. He believes that man's ever-widening technological orientation is causing him to lose his appreciation of the basic truths of nature, that the earth's resources are finite, and that modern civilization has over-riding responsibilities to future generations in determining the manner in which the environment is used.

Mr. Henderson founded and is chairman of the board of the Philadelphia Maritime Museum to which he donated an internationally-recognized maritime collection. The museum is considered a pioneer in tracing the history of man underwater.

He was a United States delegate to the International Conference of the Inter-Governmental Maritime Consultative Organization on Marine Pollution held in London in 1973. He is also co-trustee of the Erdman Trust Wildlife Sanctuaries located near Carlisle, Pennsylvania, and at Dolgeville, New York. He is co-editor with Dr. Harris B. Stewart, Jr., an internationally known oceanographer, of the "Challenger Sketchbook" which describes one of the most successful scientific sea voyages ever undertaken.

Mr. Henderson has served on the boards of the Pennsylvania Academy of Fine Arts, the Historical Society of Pennsylvania, and the World Affairs Council of Philadelphia. He is also a trustee of the Fairmount Park Art Association whose goal is city beautification.

He is a senior partner, presently on leave of absence, of Rawle and Henderson, founded in 1783 and believed to be the oldest law firm in the United States.

Mr. Henderson is married to the former Hannah Lowell Bradley, granddaughter of Godfrey Lowell Cabot who pioneered research in solar heating and established a forestry program at Harvard University. Mrs. Henderson is also a niece of retired Ambassador John Moors Cabot who served as American Ambassador to Sweden, Columbia, Brazil and Poland.

THE UNITED STATES GOVERNMENT ROLE IN EXPO '74

Expo '74 is a first for the United States.

It is the first international exposition to be held in this country since the United States became a member of the Bureau of International Expositions, the Paris-based world organization for the coordination of international fairs.

The Bureau of International Expositions was established to regulate the conduct and scheduling of international expositions

to the best advantage of its 36-nation membership. The United States became a member of the Paris Convention in 1968. Subsequently, the Congress enacted Public Law 91-269 which established internal procedures in conjunction with U.S. membership in the BIE.

In enacting Public Law 91-269, the Congress took cognizance of the widely-varying circumstances under which international expositions had developed in the United States, the different degrees to which the Federal Government assisted and participated in such expositions, and the increasing number of proposals for future expositions.

The Congress determined therefore that it was in the national interest to develop uniform standards, criteria, and procedures by which the Federal Government would thereafter recognize international expositions proposed to be held in the United States and approve requests for participation in such expositions.

P.L. 91-269 requires a finding of national interest by the President as a condition to extending Federal recognition to an exposition to be held in the United States.

The law designates the Secretary of Commerce as the authority for the establishment of standards, definitions and criteria for evaluating an exposition for which Federal recognition is sought by the exposition sponsors. It also requires the Secretary of State to report on whether or not such an exposition qualifies for consideration by the Bureau of International Expositions for registration.

When Expo '74 was proposed, the new machinery established as a result of American membership in the Bureau of International Expositions went into operation.

Here is how the process worked:

Expo '74, a non-profit corporation organized under the laws of the State of Washington, applied to the Department of Commerce for Federal recognition under P.L. 91-269. The Secretary of Commerce transmitted a report to the President indicating that Expo '74 had fulfilled all of the requirements of the law, and the regulations promulgated by the Department of Commerce, and the Secretary of State reported that the event qualified for registration by the BIE as a special category exposition.

On the basis of the reports submitted, and his finding that it would be in the national interest, the President extended Federal recognition to the exposition. Thereupon, the United States Government requested and received from the Bureau of International Expositions recognition of Expo '74 as a Special Category exposition on November 24, 1971. Subsequently, the BIE approved the General and Special Regulations for the event.

Still another precedent was set when the United States appointed a Commissioner General for the United States Government for the first time for an international exposition in this country. Distinct from the Commissioners General of Section, who head the national pavilions, the Commissioner General for the Government exercises overall authority on behalf of the government of the country in which the exposition is being held.

J. Welles Henderson, a prominent Philadelphia attorney, was appointed to that position by President Nixon on June 25, 1973. As Commissioner General, Mr. Henderson is the Federal Government's principal agent in ensuring that the Federal Government's responsibilities and obligations under the Paris Convention are carried out.

On February 14, 1972, at the direction of the President, the Secretary of State invited such foreign countries as he considered appropriate to participate in the exposition. Acting through the Office of the U.S. Commissioner General, officials of Expo '74, the Department of Commerce, the State Department and American embassies throughout the world joined in efforts to bring about international participation in the exposition. The United States is also a participant in Expo '74 as an exhibitor country on a level with other national participants. Public Law 92-588 authorized the Secretary of Commerce to erect a United States pavilion which would illustrate this country's effort to improve man's physical environment. To this end, an appropriation of $11,500,000 was authorized. The operations of the Commissioner General for the Government are also funded from this appropriation.

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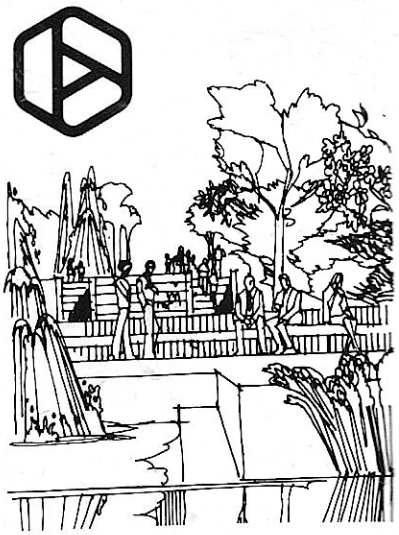

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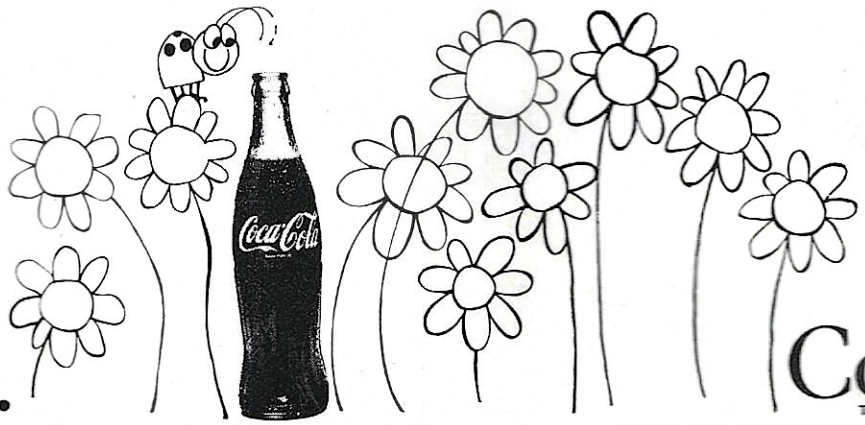

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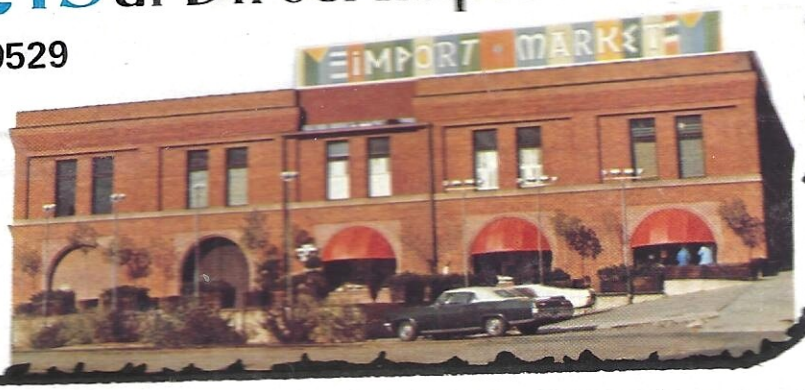

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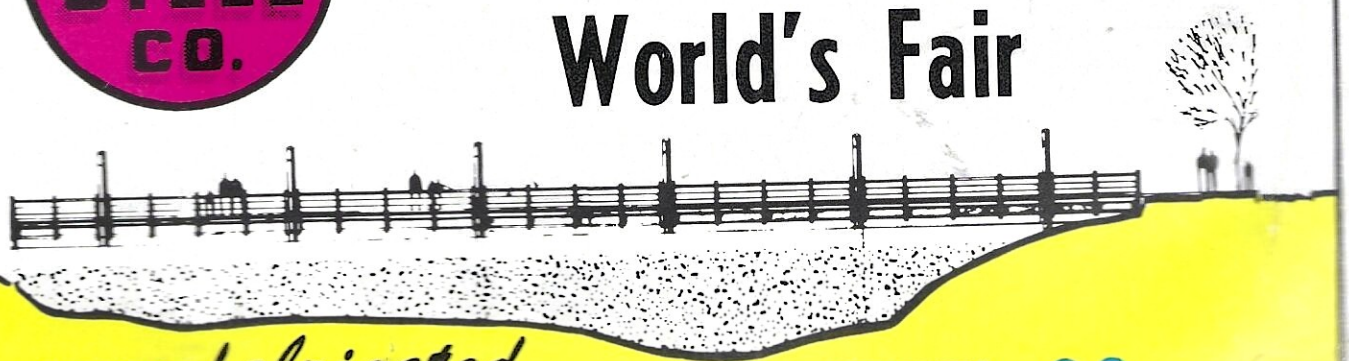

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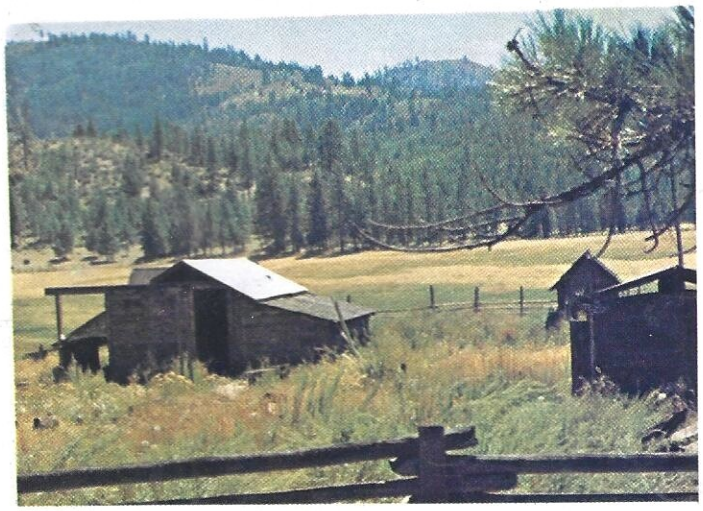

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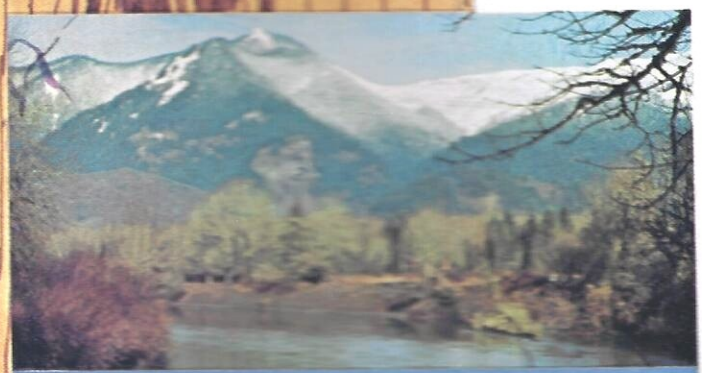

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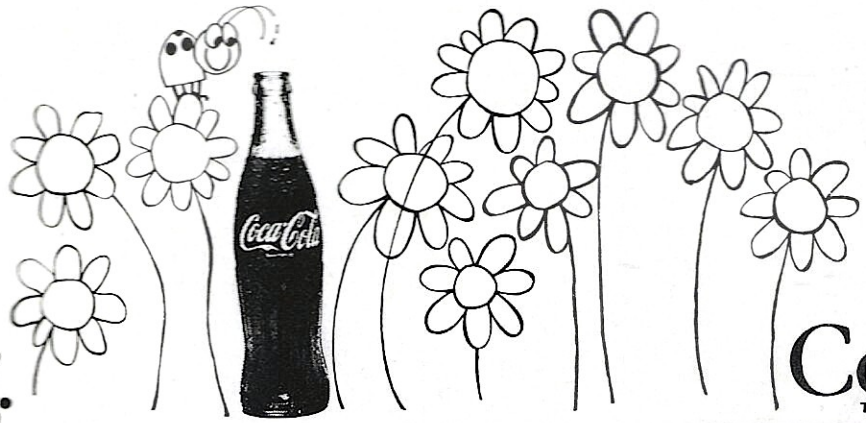

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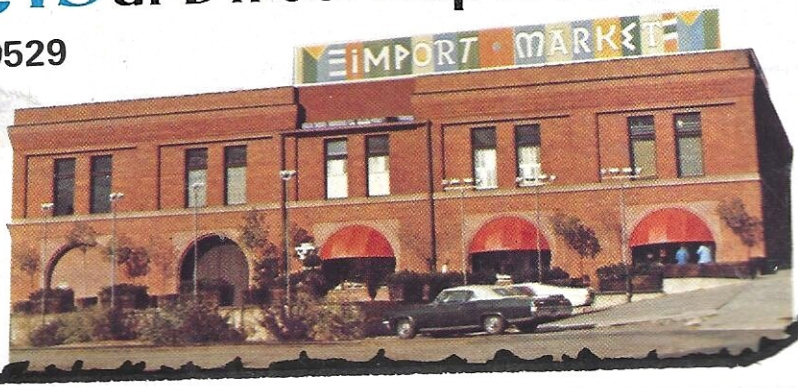

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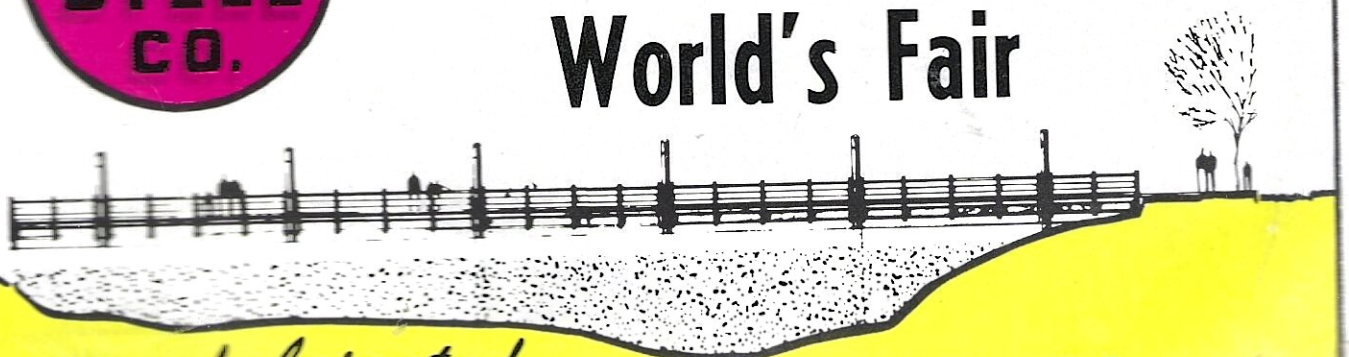

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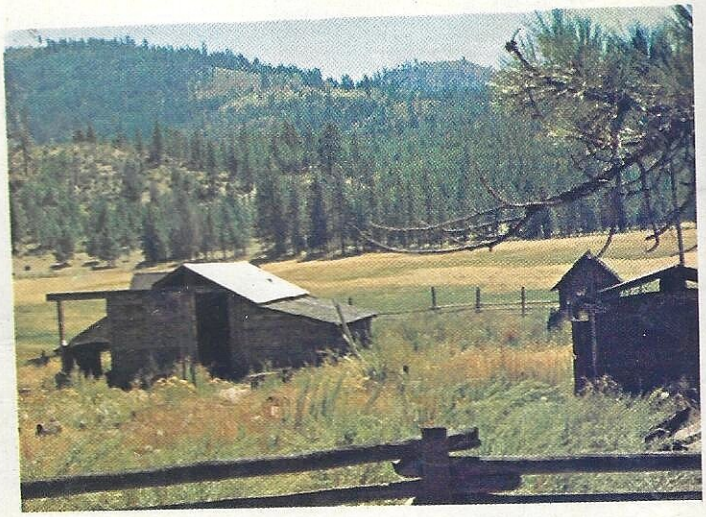

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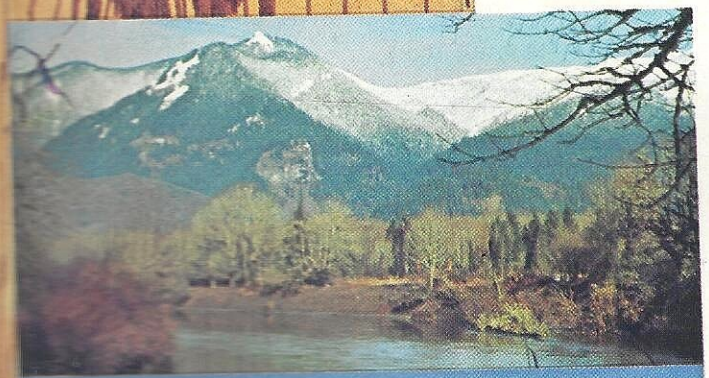

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OCEAN EXPO'75

Okinawa Japan

Heralding the oceanic age, EXPO '75 is the first international exposition to take up the ocean as its theme. On scenic Motobu Peninsula, surrounded by the clear, beautiful waters of the East China Sea will be a city on the sea . . . Aquapolis . . . and four grand pavilion clusters presenting displays of fish, peoples and history, science and technology, and ships. It's a place where the people of the world can gather and marvel at the future bounties of the sea.

International Ocean Exposition, Okinawa Japan, 1975

From July 20, 1975, to January 18, 1976

For further information: Japan Association for the International Ocean Exposition, Okinawa, 1975. Minato-ku, Tokyo (105), Japan

EXPO . . . THE WORLD'S BIGGEST BIRTHDAY PARTY — AND YOU'RE INVITED!

Welcome — you're a guest at the world's biggest birthday party!

Everybody's invited — and everybody's coming — to Expo '74, the birthday celebration to which the whole world received an invitation.

What's a great world's fair like Expo doing in a small place like this?

Everything!

It was born here — conceived by Spokane in honor of her own 100th Birthday and the 200th Birthday of the United States.

The double candlepower event marks Spokane's Centennial and the first official international celebration of the U.S. Bicentennial. (Right where you now stand James N. Glover, "father" of Spokane, saw the same magic you do in the Spokane River and in 1873 became Spokane's first white settler.)

Expo '74 creates yet another world "first" for the United States — the first international exposition in our country since the U.S. became a member of the Paris-based Bureau of International Expositions in 1968.

Who's giving the party?

Why, Spokane!

Why Spokane?

Because a city believed enough in itself, in the high caliber of its city government and in its citizens to try.

In the doing, she becomes not only the smallest city (population 180,000) in the world ever to stage a world's fair, but perhaps the most courageous.

As her birthday gift to the world, Spokane presents an international environmental exposition reminding nations of nature's value with the theme, "Celebrating Tomorrow's Fresh, New Environment."

To herself, she gives the priceless rebirthday present of a post-Expo downtown riverfront park and a rejuvenated central core.

Like many a municipal dowager facing the clutch of age and feeling frumpy around the fringes, Spokane decided she needed an uplift to her chin and an interior redecoration job on her civic "living room."

But how?

The result is such civic sorcery Spokane well may become a prototype for cities everywhere which "somehow" hope to recycle and rejuvenate a decaying downtown core.

The alchemy for Spokane was blended of individual citizens, private industry and business, the Spokane Chamber of Commerce and government at city, county, state and federal levels.

The quality of city government in Spokane was such that major private companies, railroads and the business community had confidence to proceed with an "impossible dream."

SPOKANE UNLIMITED

Prime catalyst to Spokane's civic success story is a group of business executives known as Spokane Unlimited.

They started — and never stopped.

As far back as 1959 these business men contributed their own funds to commission a $150,000 civic redevelopment study from Ebasco Services, Inc., New York. The consultants' long-range plan was presented by Spokane Unlimited to the City of Spokane in 1961. It was received by then-Mayor Neal R. Fosseen, who commented prophetically: "To me and those associated with the City of Spokane, this is a great example of what the future of Spokane can be."

Ebasco's plan called for restructuring city traffic and revitalization of the downtown core by a target date of 1980 — with luck.

Spokane had all the makings for civic beauty — an up-front, in-city river that high-jumped through its business heart and two islands (Havermale and Cannon) where Indians once camped. But Skid Row occupied much of the riverfront. The Spokane River barely peeked through a barricade of railroad steel trestles and trackage. Two rail stations, the Great Northern and Union Station, sat on prime core territory.

Each step had to count.

In 1963, Spokane Unlimited retained as its executive secretary the community development director of San Leandro, California. His name: King F. Cole, now president of Expo '74.

From the genesis of the Ebasco plan, Spokane never stopped trying.

There were times when progress limped and times when it leaped.

ABC FORMED

Citizen enthusiasm resulted in formation of Associations for a Better Community (ABC) in June, 1964, with representation from virtually every organization in Spokane. King Cole also became ABC's executive secretary.

By 1965, Spokane Unlimited started trying to put together ownership of the blighted core and took a $2,000 option on one tip of Havermale Island.

Next, the City Plan Commission and Spokane Unlimited concentrated on possibilities for land acquisition through making Havermale Island "open space" to qualify for a federal grant. The City of Spokane applied to the U.S. Department of Housing and Urban Development for a grant which would enable officials to buy property on Havermale Island from Washington Street eastward — and got it. The federal grant paid 50 per cent of the cost, the State of Washington through the State Interagency Committee 25 per cent and the City of Spokane 25 per cent.

This provided the first toehold in land assembly.

City records show 16 different owners — including railroads, private individuals and Washington Water Power Company — controlled the property.

That number of different owners could have discouraged less dedicated men.

But the toughness of the job was ignored.

A task force of Spokane Unlimited, Spokane city and county government representatives in 1967 began conversations with railroad officials to try to acquire railroad property and move the railroads away from the river. Complications seemed impossible to surmount, but nobody flinched. The conversations were to take years.

LINDSAY CHAIRMAN

In December, 1969, the movement for a Spokane Centennial Celebration slated for 1973 crystallized into the Spokane Centennial Association. Civic leader and former state legislator Roderick A. Lindsay was named chairman. Appropriately, Lindsay later was elected chairman of the board of directors of Expo Corporation, the title he still holds.

Just five months later, in May, 1970, the consultants' firm of Economics Research Associates, Los Angeles, was retained to assess economic feasibility and potential permanent benefits of such a Centennial.

By autumn, the ERA report was in — recommending a world exposition themed to the environment. The report favored the Centennial Association's idea for using Havermale Island for an event commemorating the city's beginning. But it also recommended doubling the land area involved, changing the time to 1974 and co-observing the U.S. Bicentennial era.

A newspaper article described ERA recommendations:

"The projections anticipate that Havermale Island will be vacated by the Burlington Northern Railroad. The railroad has announced its plan to discontinue use of the island by March, 1973. The other two railroads in the area, the Union Pacific and the Milwaukee Road, have announced no plans to remove their trackage or structures, although it was understood they have the subject under consideration."

An exposition would have been vastly easier to stage on Spokane's perimeter, where land is beautiful and plentiful. But the purpose of the exposition was to revitalize the city's center. To accomplish its aim, land in the blighted area had to be obtained, buildings torn down, a river retrained, earth recontoured.

The road map for Spokane's future lay before it.

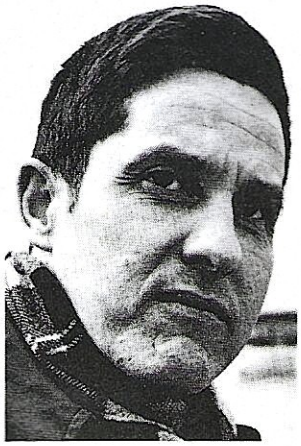
But chuckholes and money chasms were obvious everywhere.

Spokane just kept driving down the road.

Names of men in the drivers' seats represent virtually every facet of Spokane private enterprise. All of them volunteered their time and often their money in sizable amounts. All are executives in their own fields.

R. Lindsay

J. Brennan



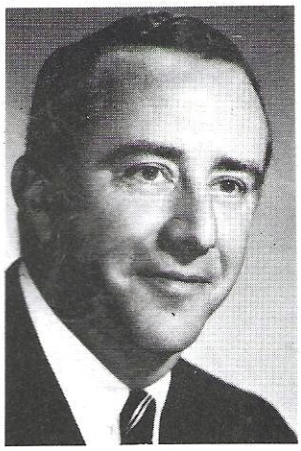
J. Cowles

J. Critzer

V. Johnson

E. Coon

K. Robinson

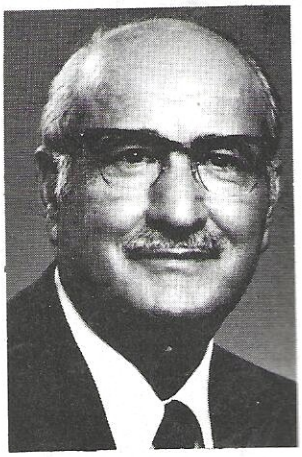


P. Stanton

E. McWilliams

B. McPhaden

L. Brown



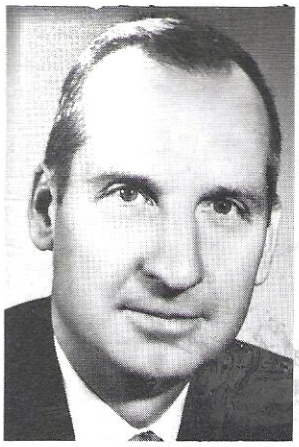
J. Rosenfield

EXECUTIVE COMMITTEE

The current Expo board of directors consists of 48 regular and 17 honorary members. Among these are representatives of all phases of activity in Spokane, including business, labor, education, women's organizations and ethnic groups. They have delegated authority for management of the fair to the executive committee composed of Chairman Lindsay, Lincoln First Federal Savings and Loan Association; James P. Brennan, First National Bank; James G. Critzer, Critzer Equipment Company; James P. Cowles, Cowles Publishing Company; Vern W. Johnson, Vern W. Johnson and Sons, Inc., general contractors; E. A. Coon, Seattle-First National Bank, Eastern Region; Kinsey M. Robinson, Washington Water Power Company; Philip H. Stanton, Washington Trust Bank; Edwin J. McWilliams, Fidelity Mutual Savings Bank; Bruce H. McPhaden, Kaiser Aluminum and Chem-

ical Corp.; Lawrence V. Brown, Pack River Company, and Joseph J. Rosenfield, SRO Favorite Theatres, Inc. The management committee consists of Chairman Lindsay, Brennan, Critzer and Cowles, plus Expo General Manager Petr L. Spurney. Ex-officio members of the executive committee include Chairman of the Board of

E. Parsons



D. Rodgers

N. Fosseen

S. Fulwiler

County Commissioners E. W. "Bill" Parsons, Mayor David H. Rodgers, former Mayor Neal R. Fosseen and City Manager F. Sylvin Fulwiler.

For Board Chairman Lindsay and President Cole, both on board the "Expo special" before Expo even had a name, the road to a world's fair has meant years of time and thousands of miles of travel throughout the world.

The magic words "world's fair" intrigued Spokanites.

The long line of hurdles ahead looked hopeless.

First, Spokane's own country — through the U.S. Department of Commerce — had to approve Spokane's application to stage a "special category" world's fair themed to the environment.

Proof of both state and local support had to be presented to obtain approval by the Bureau of International Expositions, composed of 36 nations.

So Spokane sought the support.

Tenor of the legislative session of March, 1971, caused one politician to warn the Spokanites:

"Boys, this isn't the year to ask for anything!"

But Spokane asked.

STATE APPROPRIATION

Through the tireless work of Spokane's state legislators and Spokane industrialist Luke Williams, Jr. of American Sign and Indicator Corp., the Washington State Legislature approved an appropriation of $7.5 million for a Washington State Pavilion and exhibit. Spokane now had its evidence of state support. (Later appropriations brought the Washington State Pavilion total to an $11.9 million facility.)

Local support?

"Seed money" of $1.3 million was needed at once. Private industries and corporations, led by business executives throughout the city, promptly furnished it.

Next, when a special city election to obtain $5.7 million for riverfront improvement barely missed passage, the City Council — led by Mayor David H. Rodgers and encouraged by the Spokane Chamber of Commerce and the business community — voted unanimously for a temporary business-and-occupation tax in September, 1971.

Then came sale of debenture bonds to raise $4.5 million, to be repaid bondholders by holding in trust one dollar from every fair ticket sold. Bond purchases, as well as the "seed money," came from the private sector.

President Richard M. Nixon in October, 1971, accepted the recommendation of the U.S. Department of Commerce that Spokane's World's Fair be given official sanction. The U.S. State Department was ordered to initiate action for the registration of Expo '74 with the Bureau of International Expositions in Paris.

Late in November Spokane leaped what was termed its "last and biggest" hurdle

when the Bureau of International Expositions approved the World's Fair for Spokane. On January 31, 1972, President Nixon extended official invitations to other nations to participate.

SOVIETS SIGN

The 100-acre site of land and water — consisting of the north and south banks of the Spokane River and its two incredible in-city islands (Havermale and Cannon) — was dedicated May 8, 1972. That same month the first foreign exhibitor, the Soviet Union, announced what is now the largest foreign pavilion on the grounds (more than 52,000 square feet) at a total cost of $2 million.

Other foreign nations participating with pavilions include Japan, the Republic of China (Taiwan), the Republic of Korea, Canada, Mexico, Australia, Iran, the Federal Republic of Germany and The Philippines.

But ugly railroad trackage and trestles still marred the site.

Who could literally pick up three railroads and set them elsewhere? It happened, in Spokane. After lengthy negotiations and thousands of miles of criss-crossing the country, Spokane businessmen, city officials and Expo staff members concluded a property agreement with the railroads. On June 1, 1972, the City of Spokane received deeds for property donated by the Union Pacific, the Burlington Northern and the Milwaukee Road.

The three railroads donated a total of approximately 17 acres of downtown land to the city for riverfront park development. Included were the now-demolished Union Station and Great Northern station, of which the GN clock tower remains as a salute to railroad contributions to Spokane's economy since 1889.

What happens when a railroad moves?

This did:

In April, 1972, Union Pacific and the Milwaukee Road received Interstate Commerce Commission permission to abandon operations and trackage over the Expo site. Union Pacific, in less than 30 days, then ran its first train over Burlington Northern tracks between Fish Lake and Spokane, moving UP's operations off the fair site.

Glen A. Yake, Assistant City Manager-Engineering for the City of Spokane and responsible for construction of the downtown riverfront park which now serves as the Expo site, comments on the giant gift:

"The Burlington Northern ownerships were estimated to be valued in the millions of dollars, likewise those of the Union Pacific." Washington Water Power Company's donation of land adjacent to the railroad property was estimated by Yake at "about $800,000."

The Spokane River now was cleared of railroad steel.

U.S. APPROPRIATION

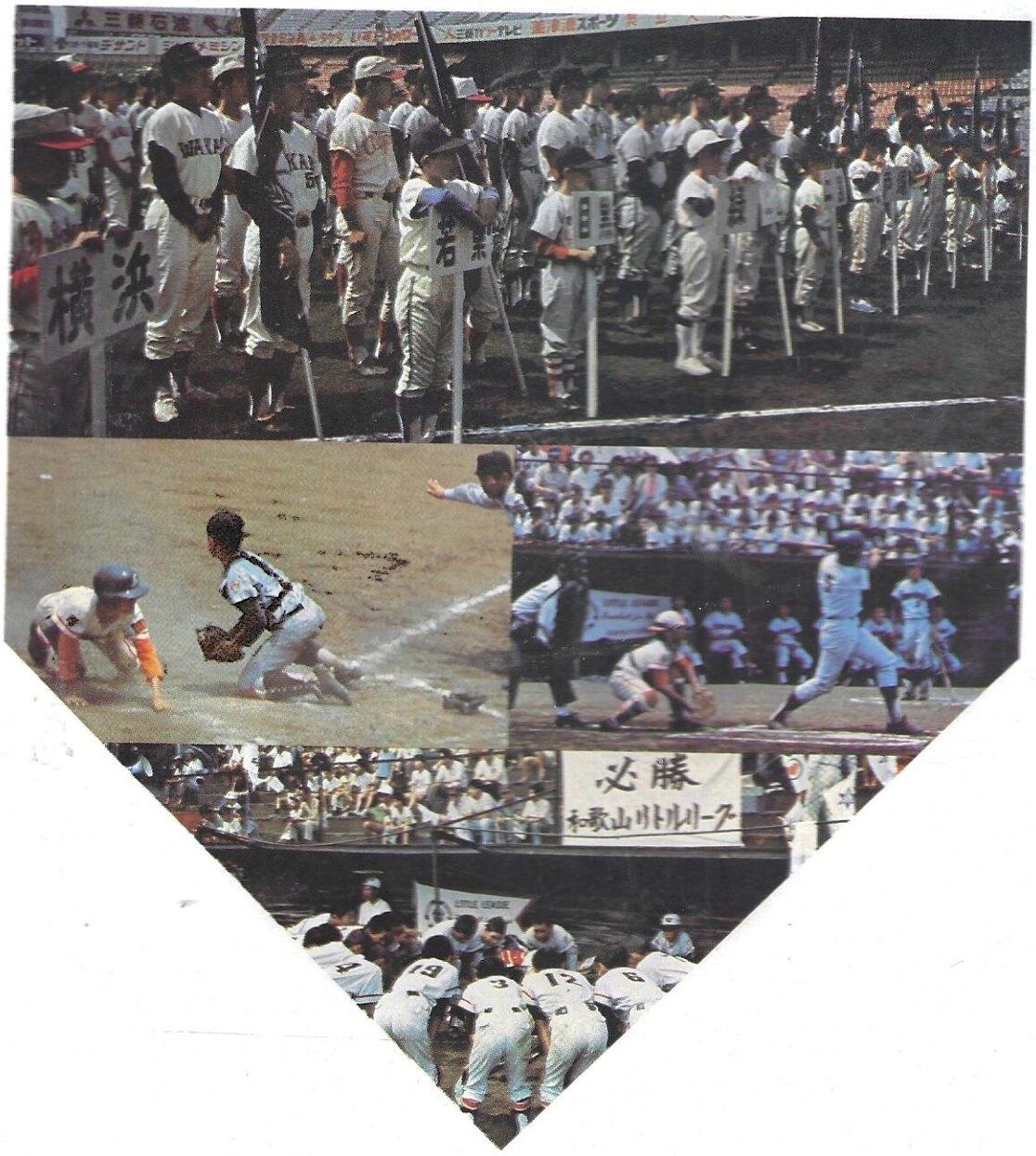
Expo's next milestone came in October, 1972, four months after the railroad donations. Washington's senior Sen. Warren G. Magnuson, aided by Sen. Henry M. Jackson and Fifth Congressional District Rep. Thomas S. Foley, piloted through the U.S. Congress an appropriation of $11.5 million for a U.S. Pavilion and exhibit.

President Nixon appointed J. Welles Henderson, a Philadelphia attorney, to be U. S. Commissioner General for Expo to act as this nation's official host to the world.

L. Williams

expo'74.
World's Fair
Spokane, USA
May-Oct., 1974

Luke Williams, Jr. was named by Washington's Gov. Daniel J. Evans as chairman of the Washington State Commission for Expo '74, responsible for building the Washington State Pavilion. Williams also is commissioner of the pavilion. Public-spirited private citizens in Spokane donated more than half a million dollars to enrich the pavilion in a campaign led by Mrs.



Rooting for Little Leaguers helped us get our bearings.

We're all for the small fry out on the field. We're backing them 100%. Because when you're one of the leading trading companies in the world with 130 branch offices in 72 countries, you tend to forget that it's not all business and that there are other worthwhile things to be done. So when we started giving our support to the Little League, it made us remember that, after all, we are human beings and that our organization is made up of people.

And that it's a good thing to work for the happiness and well-being of people. Certainly, we are involved in environmental sanitation and other such programs that will benefit society. And we would like to preserve and conserve the good things that Nature has given us. But it's the Little Leaguers who have given us the most inspiration in this direction. So "Thank you!" Little Leaguers. We're all for you.

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Tokyo, Japan

James P. McNeill, president of the Washington State Pavilion Fund.

Such are the "events" that made Expo.

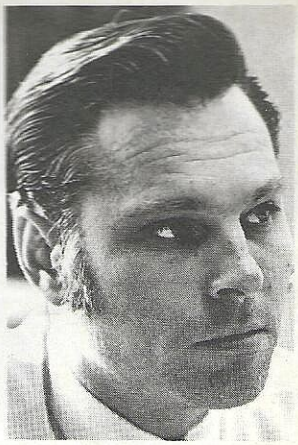
But what of the professionals who then transformed the events into a working, practical, put-together world's fair?

At the pinnacle of the professional management staff is Expo General Manager Petr L. Spurney. At 38, Spurney is an internationally-recognized expert in advisory, research and management services. A resident of Chevy Chase, Md., he has been a corporate management specialist abroad and in 1972 was consultant to TRANSPO 72, the U.S. International Transportation Exposition in Washington, D.C.

Appointed in October, 1973, Spurney put into place a management team that moved with precision and swiftness.

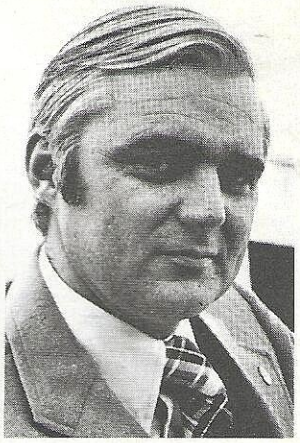
Executive vice presidents are J. Harold Sampson, administration, and David M. Peterson, development. John R. Musgrave is Vice President of Marketing; Merton E. Thayer, Vice President of Operations, and John V. Geraghty, Jr., Vice President of Exhibitor and Guest Relations.

H. Sampson

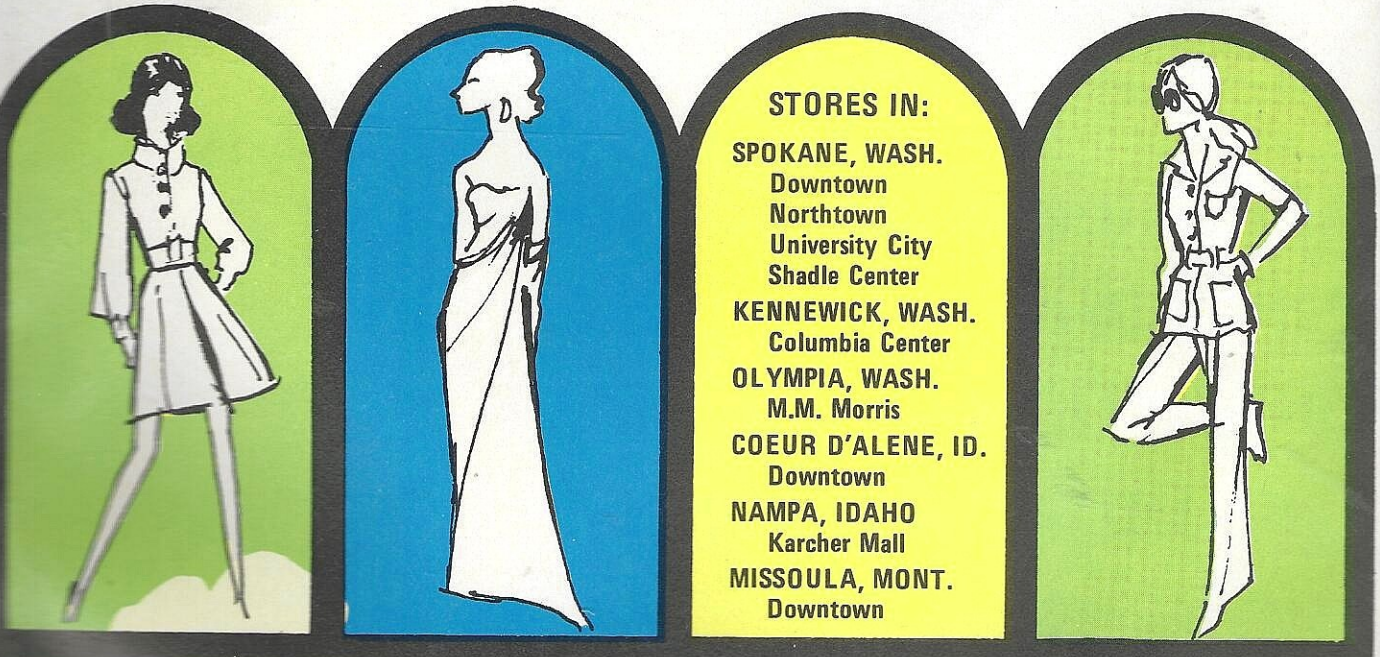


D. Peterson

J. Musgrave



J. Geraghty



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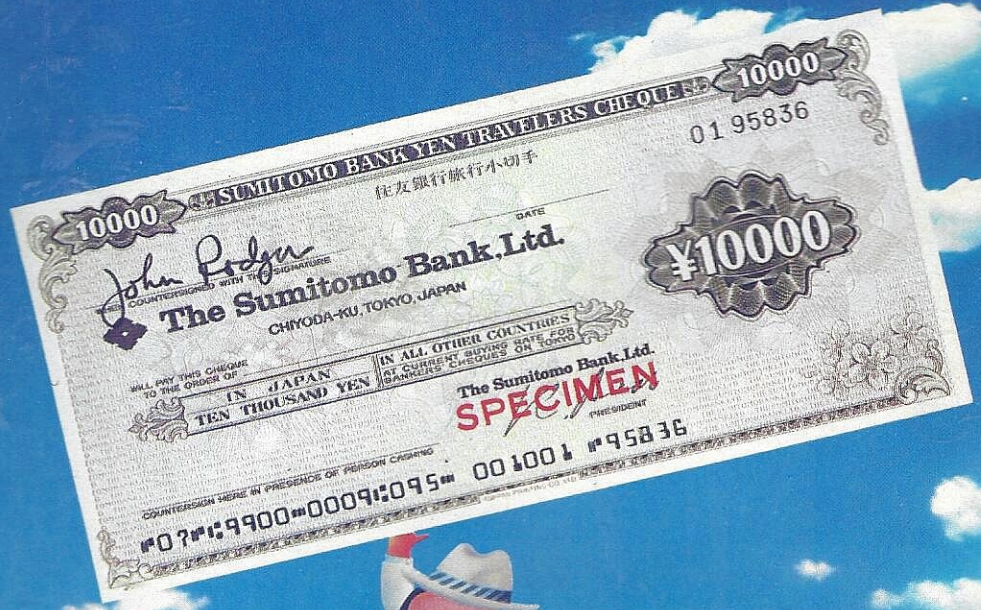

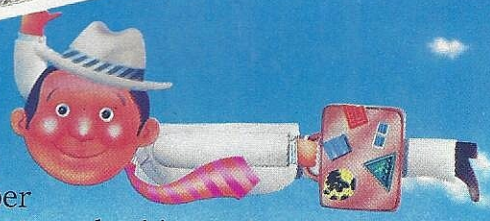

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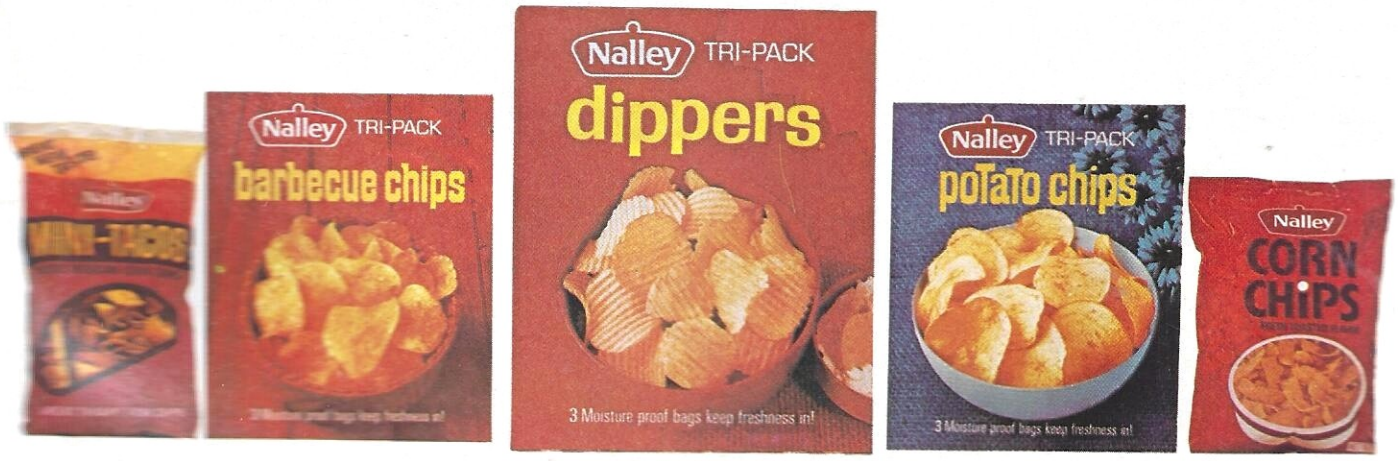

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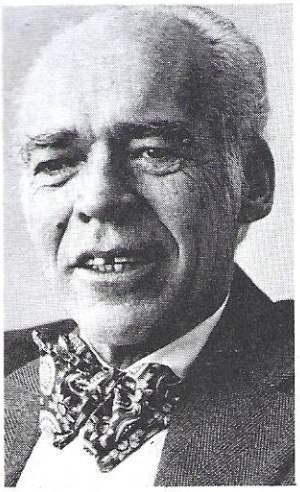
M. Thayer



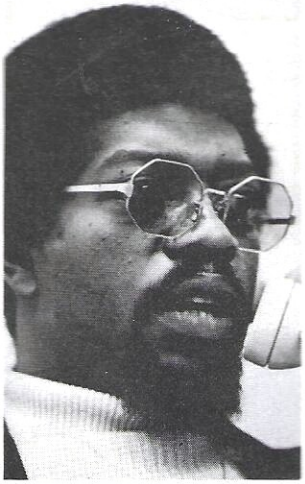
T. Adkison

M. Kobluk

P. Creighton

D. Guintoli

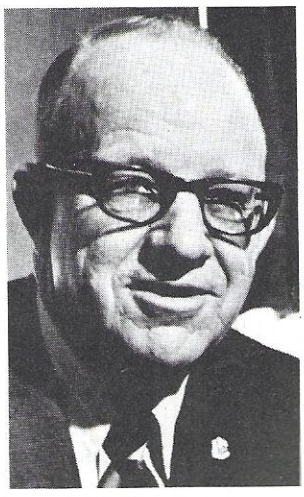
G. Tusberg



A. Livers

Thomas R. Adkison, Executive Site Architect, created the downtown riverfront park and Expo site, always with intent of leaving the city a legacy of beauty and open river.

Director of Visual and Performing Arts is Michael D. Kobluk. Other directors include Paul W. Creighton, Expo site development;



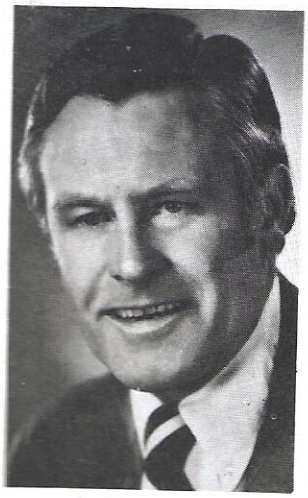
M. Pierson

R. Fancher

Dean Guintoli, concessions; Gary S. Tusberg, exhibitor services.

Department heads include: Samuel W. Sherfey, personnel; Alonzo C. Livers, human relations, and Morris S. Person, finance.

Charles Ally



L. Simons

Charles Ally is Deputy General Manager of the Expo Corporation.

Langdon S. Simons, Jr. of Seattle serves as Expo's Western Washington representative.

Allan C. Edmunds heads Hospitality Services, Inc., in charge of accommodations for Expo-goers.

Consultants include: Clapp & Poliak, Inc., New York, management; Tommy Walker of Anaheim, California, entertainment, Warren Cooley of ERA, Los Angeles, economics, and Gordon Hilker, Interpretive Planning.

A world's fair is a momentous event in any city's life. But "worlds" more than an international exposition has happened in Spokane — and will continue to happen.

The whole city "made up" its civic face.

In fiscal 1973 alone, Spokane citizens spent $85 million for new construction and remodeling of homes.

Capital investments in the core — new buildings, street paving and lighting, planting of trees, handsome concrete litter receptacles and redwood rest benches — are estimated to exceed $300 million. Downtown property owners, through a Local Improvement District project spearheaded by Spokane Unlimited, bore much of the cost of core beautification.

Total cost of developing the downtown riverfront park, aided as recently as last December by a $2 million grant to the City of Spokane from the Economic Development Administration, is quoted at $13 million.

Expo General Manager Spurney cites total expenditures for Expo at $80 million plus. Economics Research Associates' figures estimate total impact on the community, including tax revenues, at $200 million.

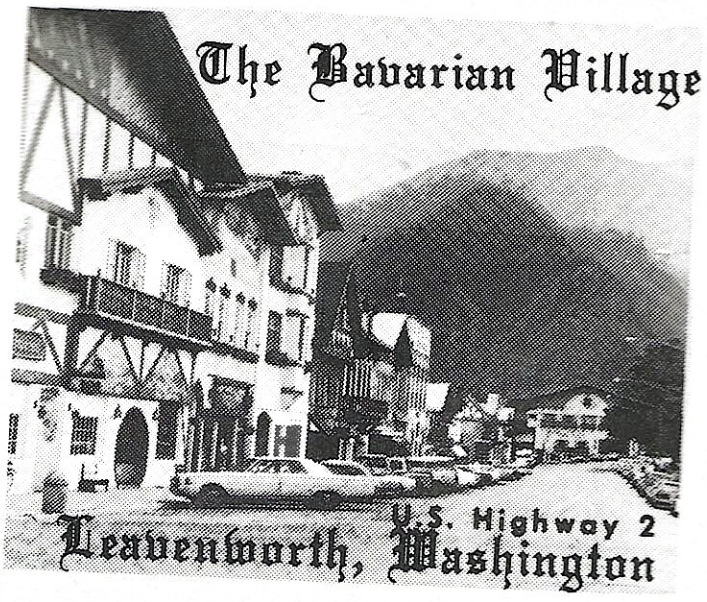
Long after Expo '74 is gone, Spokane will remember.

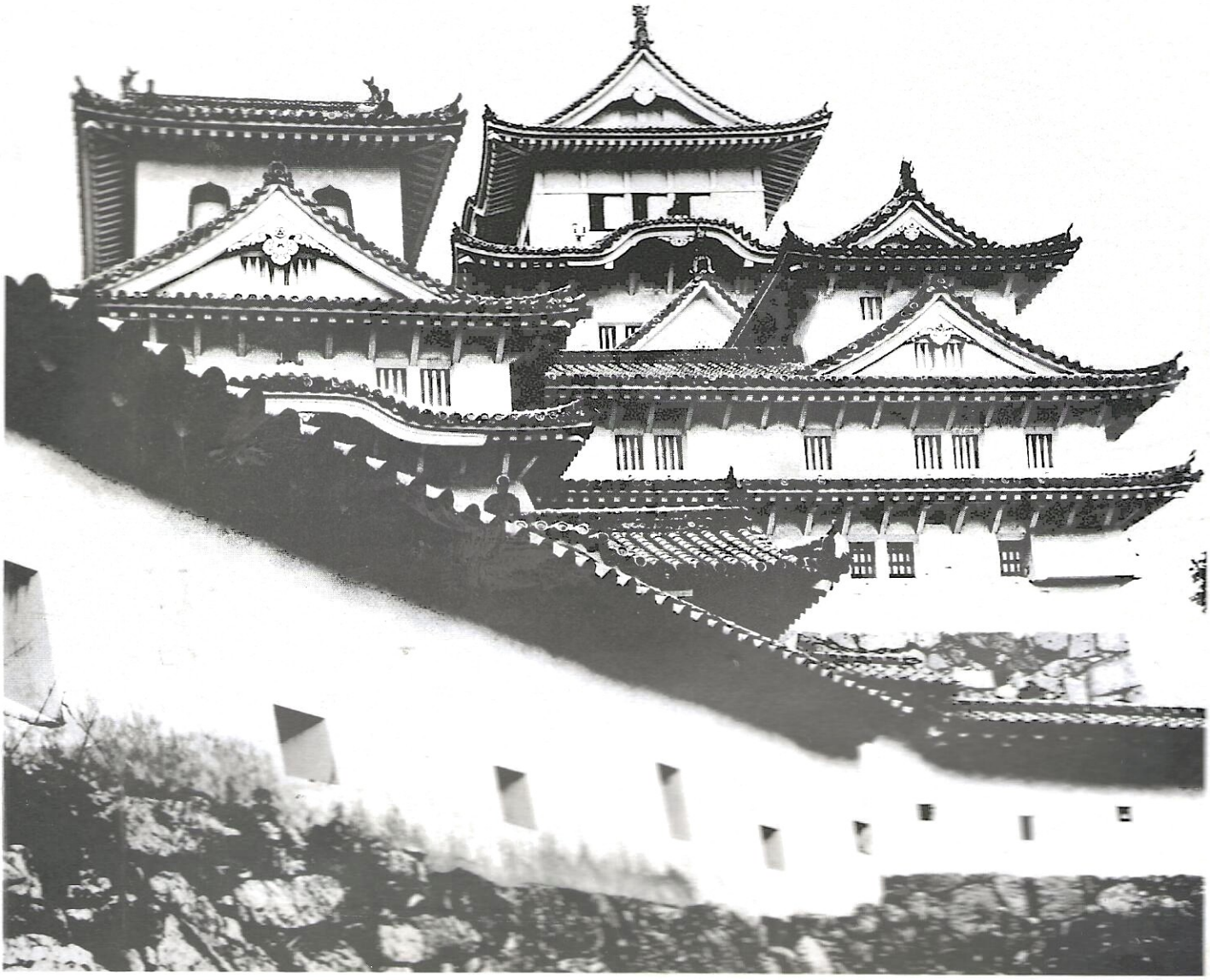
As a physical reminder of this proud western city's gargantuan civic effort, there will be a green downtown park with an unmatched river through it, in the heart of a rejuvenated, recycled downtown core. Cultural life will be enriched by the residual Washington State Pavilion Opera House and exhibit hall, which residually becomes a convention center capable of accommodating sizable conventions. An International Amphitheatre by the Spokane River's edge will serve as a place for spectacular outdoor events. A railroad interpretive center is planned in and around the remaining Great Northern clock tower in tribute to an industry that built this West. The Environmental Action Center of the U.S. Pavilion also remains as a residual benefit, its use not yet designated.

There's an unmistakable "Spokane spark" now.

The home-grown "impossible dream" did it.

Look Spokane over now; you'll like it.
But come back later and look again, too.
It's going to look better and better!





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Sumitomo Trust; A part of Japan which thinks in terms of the world.

Himeji Castle,
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EXPO 74's MANAGEMENT COMMITTEE is the top brass of the World's Fair and have spent many months in deciding major decisions. In the top photo from the left are: James Brennan, Roderick Lindsay, James Critzer and James Cowles. The bottom picture includes several members of the Executive Committee, another group that spent much time in "making Expo go". They are, from the left: Kinsey Robinson, A.A. Lundin, David Rodgers, Joe Rosenfield, Vern Johnson, Jim Cowles, Jim Critzer and Jim Brennan. Members of the committee missing from the picture include Neal Forseen, Roderick Lindsay, E.A. Coon, P. Stanton, Edwin McWilliams, Bruce McPhaden, L. V. Brown, E. W. Parsons, Sylvin Fulwiler and Luke Williams.

Quietude
in the middle of the multitude.

Tokyo's incomparable hotel. The New Otani.
Internationally acclaimed for a decade. Situated on a vast, green, quiet 400-year-old traditional Japanese garden, complete with moat.

Even with the addition of our 1,000-room Tower, the garden remains intact. As it always shall be. It's just the way we do things here.

Just like the unexcelled service the world's come to expect of us. A dedicated staff of 1,500 takes pains to make quite certain your stay with us will be fondly remembered.

And although we're destined to become the largest hotel in the Orient when the Tower opens on September 1, 1974, The New Otani will still retain its very special brand of Japanese hospitality.

The New Otani. An oasis of civilized peace and quiet. Right in the middle of the world's largest city.

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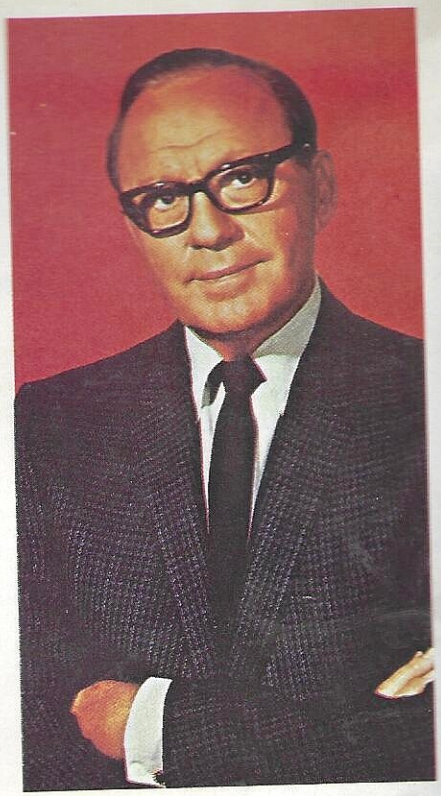
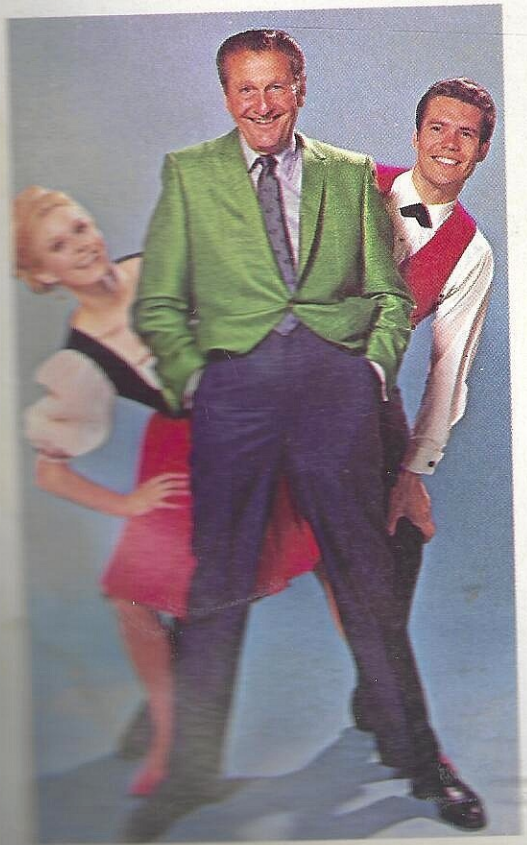
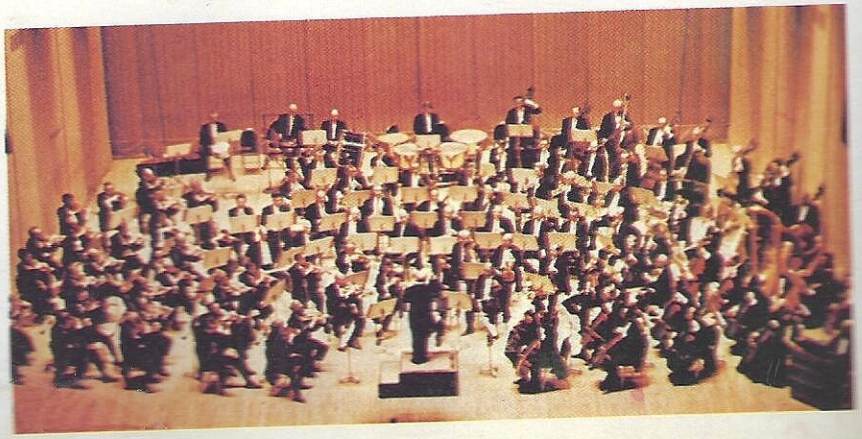
A gathering of the World's
Outstanding Entertainers







EXPO '74 ENTERTAINMENT SCHEDULE

MAY

1—OPERA HOUSE GRAND OPENING. Spokane Symphony, Donald Thulean, conducting, Edward Villella and partner, ballet; Roberta Peters, opera. 7 p.m.
3—LOS ANGELES PHILHARMONIC ORCHESTRA, Zubin Mehta, conducting. Opera House.
6—POINTER SISTERS. Opera House.
8—MARCEL MARCEAU, Pantomine. Opera House.
10-11—ROGER WILLIAMS, Pianist. Opera House.
13—CLEVELAND ORCHESTRA, Lorin Maazel, conducting. Opera House.
14—JAZZ & SWING CHOIR FESTIVAL. Opera House.
14-15-17-18-19—CHAMPIONSHIP SKATERS OF THE SOVIET UNION. Coliseum.
15— TOM T. HALL. Opera House.
17—GORDON LIGHTFOOT. Opera House.
18—FESTA BRAZIL. Opera House.
23—SEATTLE OPERA ASSOCIATION, Glynn Ross, General Director; Guest artist Richard Tucker with Spokane Symphony; Henry Holt, conducting. Opera House.
24—ROLF HARRIS with the AUSTRALIAN COUNTRY MUSIC SHOW. Opera House.
25—SEATTLE OPERA ASSOCIATION. Opera House.
26—DOUKHOBOR CHOIR FESTIVAL. Opera House.
26—BOB HOPE. Coliseum.
28—ISAAC STERN, Violinist. Opera House.
30-31—EMMETT KELLY, JR. CIRCUS. Opera House.

JUNE

1-2—EMMETT KELLY, JR. CIRCUS. Opera House.
6—PHILADELPHIA ORCHESTRA, Eugene Ormandy, conducting. Opera House.
6-7—LAWRENCE WELK. Coliseum.
7—BILL COSBY. Opera House.
8-9—BRITISH COLUMBIA ALL NATIVE JUNIOR MUSICAL TATTOO. Coliseum.
8-9—JOFFREY CITY CENTRE BALLET. Opera House.
10—ZARA NELSOVA & GRANT JOHANNESEN, recital, cello and piano. Opera House.
11—SEALS & CROFTS. Coliseum.
12-16—NATIONAL DANCERS & MUSICIANS OF IRAN, Opera House.
14-15—AFRO AMERICAN HERITAGE FESITVAL, Coliseum.
17—DON HAZELWOOD, Violin, DONALD SMITH, tenor with SPOKANE SYMPHONY, Opera House.
19—PATRICE MUNSEL, From Grand Opera to Baroque Rock. Opera House.
20—GRAND FUNK. Coliseum.
20—KRIS KRISTOFFERSON, RITA COOLIDGE. Opera House.
24-26—ROYAL SHAKESPEARE THEATRE, with Sir Michael Redgrave & Dame Peggy Ashcroft. Opera House.
27—MODERN JAZZ QUARTET with SPOKANE SYMPHONY, Donald Thulean, conducting. Opera House.
28—NORTH PACIFIC SAENGERBUND, German-American Choir Festival. Opera House.
29-30—HARRY BELAFONTE SHOW. Opera House.

JULY

1-6—CHAMPIONSHIP GYMNASTS OF THE SOVIET UNION, with Ludmilla Tourisheva & Olga Korbut. Coliseum.
2—GARRICK OHLSSON, piano with SPOKANE SYMPHONY, Donald Thulean, conducting. Opera House.
3-7—LIBERACE. Opera House.
8-10—SEATTLE OPERA ASSOCIATION, and the SPOKANE SYMPHONY, Donald Thulean, conducting. Opera House.
11—VICTOR BORGE. Opera House.
13—GLENN YARBROUGH presents THE LIMELITER REUNION 74, Opera House.
14—THE CARPENTERS. Opera House.
15—CLAUDIO ARRAU, piano with SPOKANE SYMPHONY, Donald Thulean, conducting. Opera House.
16—CHICAGO. Coliseum.
17-20—JAPANESE FOLKLORIC DANCE COMPANY, Opera House.
18-19—MORMON TABERNACLE CHOIR. Coliseum.
23-24—MORMON DANCE FESTIVAL. Coliseum.
26-27-28—EXPO '74 RODEO & WILD WEST SHOW.
26-27-28—JACK BENNY SHOW. Opera House.
29—INTERNATIONAL WATER FOLLIES
30-31—ORIENT 75, Opera House.

AUGUST

6—BACHMAN-TURNER OVERDRIVE, Coliseum.
6-7-8—KING FAMILY. Opera House.
9—DYLANA JENSEN, 12 year old prodigy concert Violinist with SPOKANE SYMPHONY, Donald Thulean, conducting. Opera House.
10—WALT WAGNER, jazz piano. Opera House.
11—CHARLIE PRIDE. Opera House.
14-15—JAPANESE ANCIENT MARTIAL ARTS, Coliseum.
15-16-17-18—PERFORMING ARTISTS OF KOREA. Opera House.
16-17-18—WONDERFUL WORLD OF HORSES featuring the ROYAL LIPIZZAN STALLIONS. Coliseum.
19—CHRISTOPHER PARKENING, guitar. Opera House.
19—JIM NABORS SHOW, Coliseum.
20—BUCK OWNES. Opera House.
21—BRIAN CADD with KERRIE BIDDELL, Australian Rock Concert, Opera House.
26—JOHN DENVER, Coliseum.
26-27-28—MARGOT FONTEYN and the LONDON BALLET. Opera House.
28-29-30-31—CANADA WEEK CELEBRATION featuring the ROYAL CANADIAN MOUNTED POLICE

SEPTEMBER

1—MERLE HAGGARD SHOW. Opera House
1-2—CANADA WEEK CELEBRATION.
4—ITZAHAK PERLMAN, violin with SPOKANE SYMPHONY. Opera House.
5-7 & 11-12—SOVIET NATIONAL BASKETBALL TEAM vs. U.S. COLLEGE ALL STARS. Coliseum.
10—KREISKIN. Opera House.
17-18-19—MOISEYEV DANCE COMPANY from the Soviet Union. Opera House.
20-21-22—GEORGIAN STATE DANCERS & SINGERS.
24-25—HELEN REDDY. Opera House.
25-26-27-28—THE AUSTRALIAN BALLET. Opera House.
27—PORTER WAGONER SHOW with DOLLY PARTON. Opera House.

OCTOBER

3—WARREN MILLER, ski lecture & movie. Opera House.
4—POLYNESIA. Opera House.
9-9-10—REPUBLIC OF CHINA: NATIONAL CHINESE OPERA THEATRE. Opera House.
9—SPOKESMAN REVIEW TRAVELOGUE. Coliseum.
11—GUY LOMBARDO & THE ROYAL CANADIANS. Opera House.
11-12-13—REPUBLIC OF CHINA: ACROBATIC SPECTACULAR. Coliseum.
12-13—UTAH SYMPHONY, Maurice Abravanel, conducting. Opera House.
18-19—BARBERSHOP HARMONY WEEKEND. Opera House.
20—DON JUAN IN HELL, starring Myrna Loy.
21-14—FESTIVAL OF PHILIPPINES ARTISTRY. Opera House.
22—WELSH GUARD & SUTHERLAND HIGHLANDERS.
25—VAN CLIBURN, piano. Opera House.
26-27—NATIONAL DANCE COMPANY OF SENEGAL. Opera House.

NOVEMBER

2-3—ELLA FITZGERALD with SPOKANE SYMPHONY

ISAAC STERN

PATRICE MUNSEL

EXPO '74 . . WORLD FESTIVAL OF ENTERTAINMENT

. . . Want to know what the Theatre is? A flea circus. Also opera. Also rodeos, carnivals, ballets, Indian tribal dances, Punch-and-Judy, a one-man band — all Theatre. Wherever there's magic and make-believe and an audience — there's Theatre. Donald Duck, Ibsen and The Lone Ranger, Sarah Bernhardt, Poodles Hanneford, Lunt and Fontanne, Betty Grable, Rex the Wild Horse and Eleanora Duse.

. . . The Theatre's for everybody . . . so don't approve or disapprove. It may not be your Theatre, but it's Theatre for somebody, somewhere.

— Bill Sampson in
All About Eve

by Joseph L. Mankiewicz

By any definition, but certainly by Bill Sampson's, Expo '74 is Theatre — perhaps the richest and most dazzling Theatre to be

HELEN REDDY

RICHARD TUCKER

ELLA FITZGERALD

ZARA NELSOVA, CELLIST

seen in the United States in the decade of its Bicentennial.

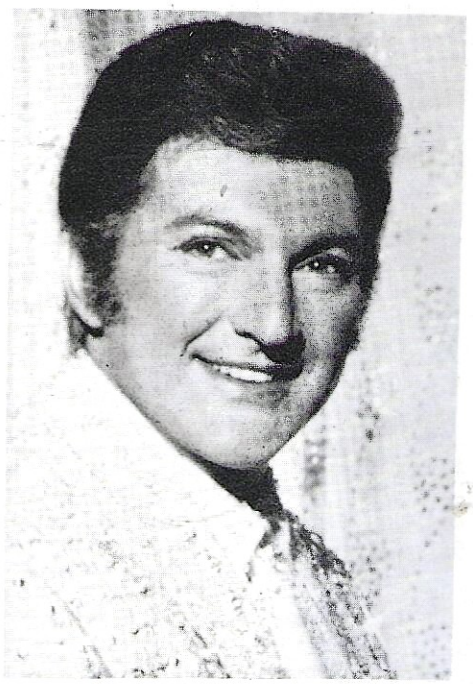
The flea circus, if there were one to be found, would be on The Great Northwest Midway; but everything else — or specimens of comparable quality — is filling the Spokane Coliseum, the bold new Opera House in the Washington State Pavilion, and the International Amphitheatre, with all the Theatre that the world as an audience could wish.

Opera, most certainly: the Seattle Opera Association, with stars like Richard Tucker in "Gianni Schicchi" and "I Pagliacci," Bozena Ruk-Focic and Sandra Warfield and James McCracken in "Aida," and the National Chinese Opera Theatre (from the Republic of China).

Rodeo? Absolutely: the Expo '74 Rodeo and Wild West Show in the Coliseum in late July.

Carnivals? Not only The Great Northwest Midway, but the Emmett Kelly, Jr. Circus in the Opera House.

Ballets? How about the Joffrey City Center Ballet, Dame Margot Fonteyn and the London Ballet, the Moiseyev Dancers, Edward Villella and Lucette Aldous, of the Australian Ballet, all appearing at Expo '74?



LIBERACE

HARRY BELAFONTE

RICARDO MONTALBAN

MYRNA LOY

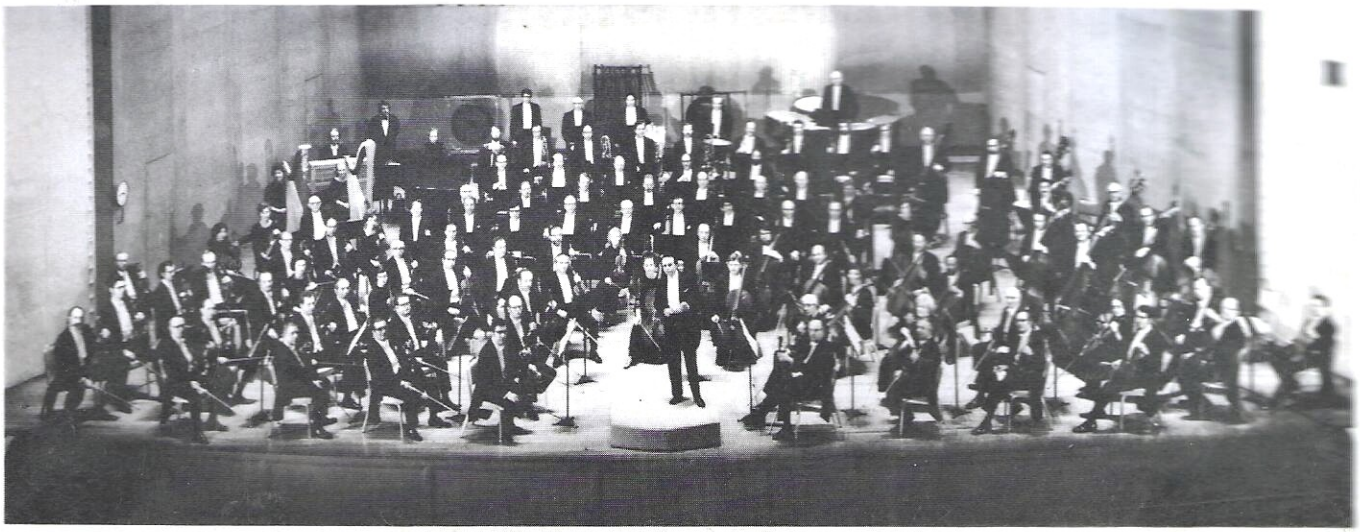
Indian tribal dances? Visit "The Northwest: A Gift of the Earth," Expo's theme presentation, and check the International Amphitheatre's schedule. Note, too, that the Opera House and the Coliseum play host to other ethnic dance groups like Festa Brazil, the National Dance Company of Senegal, the Fiji Tattoo and South Pacific Spectacular, the Georgian State Dancers & Singers from the U.S.S.R. — not to mention other Slavic troupes, and Highland dancers and pipers.

Punch-and-Judy? Expo '74 does better than that, bringing the internationally renowned mime, Marcel Marceau, to the Opera House, and street performances by the McLeod Mime Theatre throughout the fair.

And better than a one-man band, Expo '74 has attracted some of the most glittering ensembles of musical talent to win world fame, all gathering in Spokane in this summer and fall of 1974.

Donald Thulean conducts the Spokane Symphony in concerts with pianist Claudio Arrau, violinist Itzhak Perlman, Ella Fitzgerald, the Modern Jazz Quartet, pianist Garrick Ohlsson, and violinist Dylana Jensen, a 12-year-old prodigy.

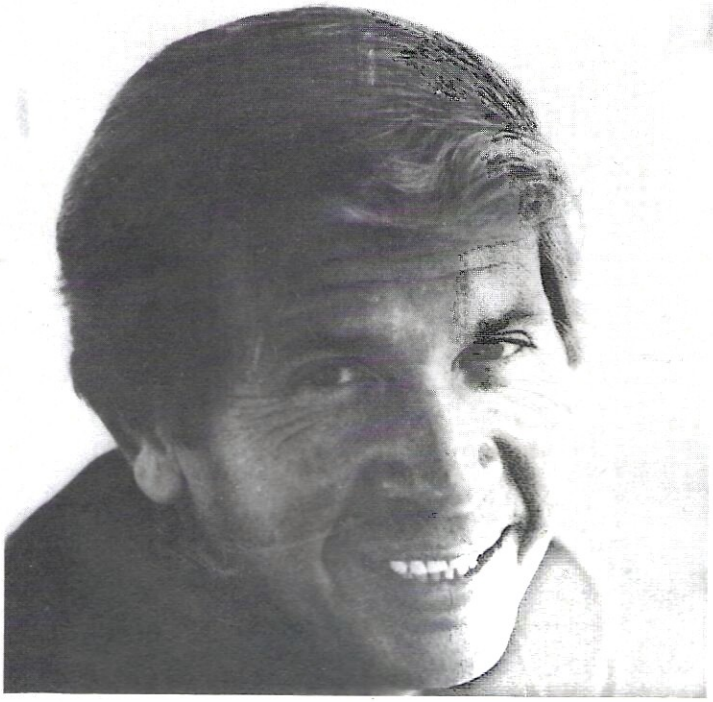
FRENCHIE, THE GENDARME

ROGER WILLIAMS

THE CLEVELAND ORCHESTRA
LORIN MAAZEL, MUSIC DIRECTOR

Zubin Mehta and the Los Angeles Philharmonic, Lorin Maazel and the Cleveland Orchestra, Eugene Ormandy and the Philadelphia Orchestra, Maurice Abravanel and the Utah Symphony lead a list of major classical artists here, that includes recitals by violinist Isaac Stern, guitarist Christopher Parkening, pianist Van Cliburn, cellist Zara Nelsova and pianist Grant Johannesen.

Choral groups like the Doukhobor Choir Festival, the North Pacific Saengerbund (German-American choir festival), the famed Mormon Tabernacle Choir and the Jazz & Swing Choir Festival celebrate the glory and delights of the human voice.

On the lighter side, a rich variety of popular entertainers scheduled for Expo '74 includes Harry Belafonte, Liberace, Tom T. Hall, Gordon Lightfoot, Roger Williams, Lawrence Welk, Jim Nabors, the Carpenters, Chicago, John Denver, the Irish Rovers, the King Family, Walt Wagner and his jazz piano, Guy Lombardo and the Royal Canadians, Porter Wagoner and Dolly Parton, Seals & Crofts, Helen Reddy, Rolf Harris with the Australian Country Music Show, Kris Kristofferson and Rita



BUCK OWENS

POINTER SISTERS

UTAH SYMPHONIC

JACK BENNY

Coolidge, Buck Owens and Merle Haggard.

There's film, too, of course, as a unique kind of Theatre — Czechoslovakian Decision Cinema, or KinoAutomat: as the plot unfolds, the action suddenly stops at "decision points," and the star steps out of the screen to ask the audience to vote which way the story should turn. The majority wins, and the film resumes in the direction the audience has decided.

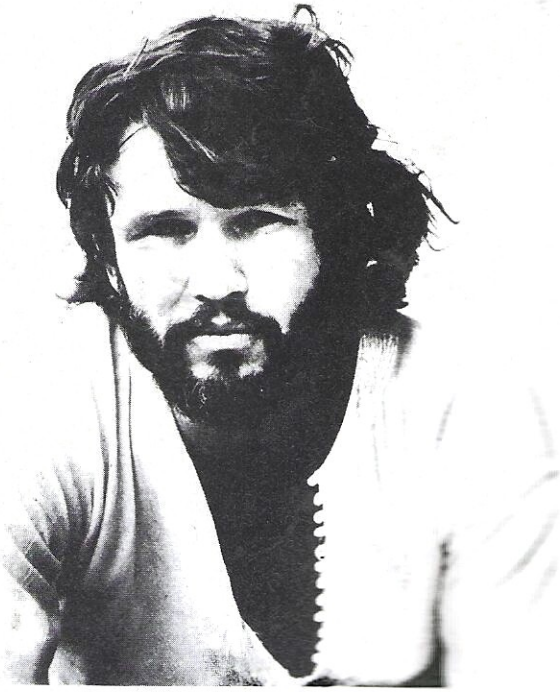
Instead of Ibsen, Spokane welcomes Shaw, with Myrna Loy, Ricardo Montalban, Edward Mulhare and Werner Klemperer starring in "Don Juan in Hell" at the Opera House.

The Lone Ranger would be small potatoes next to the Royal Canadian Mounted Police and their Musical Ride in celebration of Canada Week at Expo '74.

Sarah Bernhardt or Lunt and Fontanne are matched by the Royal Shakespeare Theatre with Sir Michael Redgrave and Sara Kestleman.

And if thousands laughed at Poodles Hanneford, how many more will howl in Spokane this year at the comedy of Bob Hope, Jack Benny, Victor Borge, and Bill Cosby — all guest stars at Expo '74?

GARRICK OHLSSON



KRIS KRISTOFFERSON

GRANT JOHANNESEN

CHICAGO

Betty Grable's winsome personality and Eleanora Duse's masterful artistry are combined in Patrice Munsel, the beautiful and sprightly opera star whose one-woman concert, "From Grand Opera to Baroque Rock," highlight the Opera House season in June.

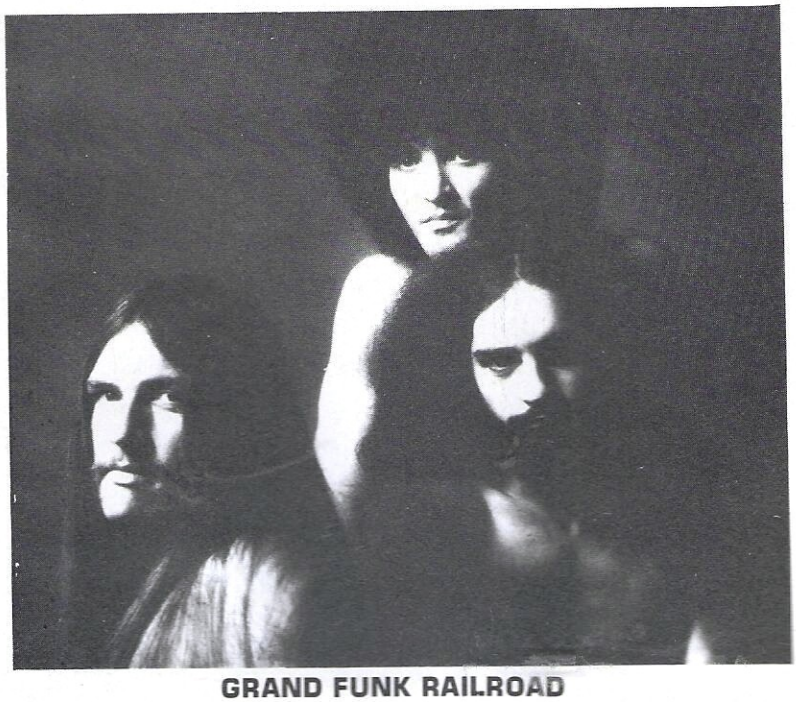
As for Rex the Wild Horse, he's outmatched by "The Wonderful World of Horses," starring the Royal Lipizzan Stallions in the Coliseum in August.

That covers the catalogue of Theatre as described by the director in "All About Eve" — but it's hardly more than half the excitement at Expo '74.

What about athletic events and exhibitions — like the Championship Skaters of the Soviet Union, the Championship Gymnasts of the Soviet Union featuring Ludmilla Tourischeva and tiny Olga Korbut, the exhibition of Oriental fighting arts, and the International Water Follies, all scheduled for the Spokane Coliseum?

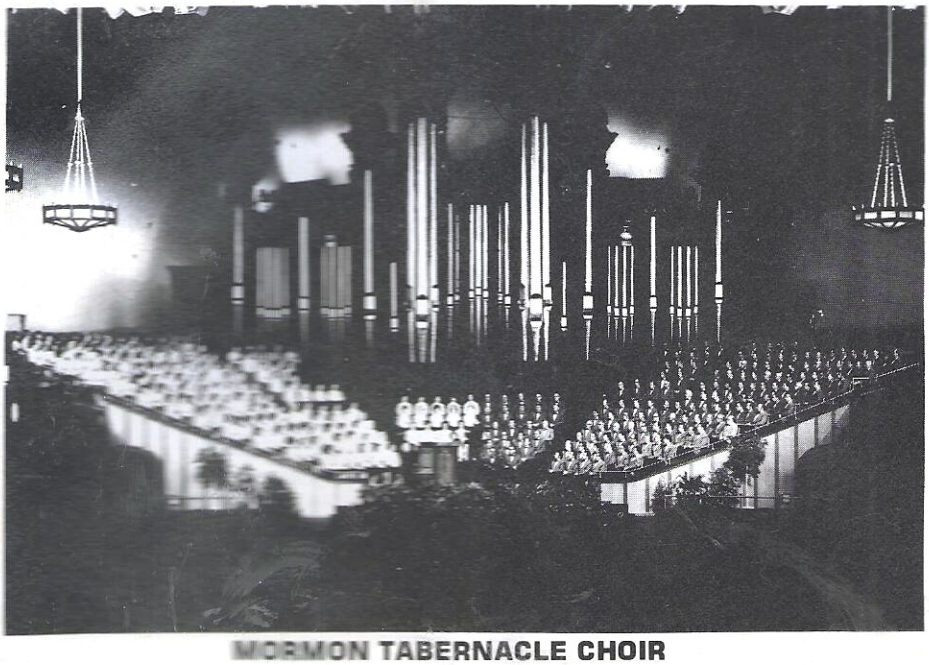
What about pro football, pitting the New England Patriots against the Denver Broncos at Albi Stadium?

Then there's basketball — the Soviet National Team vs. U.S. College All Stars, as well as the Seattle SuperSonics hosting an NBA exhibition game — and hockey, with



GRAND FUNK RAILROAD

CLAUDIO ARRAU



MORMON TABERNACLE CHOIR

MARGOT FONTEYN

the Spokane Jets of the Western International Hockey League.

And still the panoply unfolds: the National Chinese Acrobatic Spectacular, the Performing Arts of Korea, France and the Muses, Fiesta Folklorico of Mexico, the Gracious Arts of Japan, a Festival of Philippine Artistry, the Musical Heritage of Germany, Up with People, the Welsh Guard & Sutherland Highlanders, a major art exhibition emphasizing American and Canadian paintings from the late 18th Century to the present, National Days, Festival Days and special ceremonies.

Spokane's World's Fair, Expo '74, truly reflects the rich splendor and variety of human creativity and talent around the world.

"Gone are the days," says Expo general manager Petr L. Spurney, "when people gathered at a world's fair to marvel at technology. The telephone and the ice-cream cone were wonders at the turn of the century, and even in 1939 at New York's World's Fair, General Motors and television drew huge crowds. But technology develops too quickly, and communications are too fast to wait for world's fairs. The wonder of Spokane's fair is entertain-

VAN CLIBURN

FESTA BRAZIL

VICTOR BORGE

ment. You **do** have to wait for a world's fair to bring together this many people of such remarkable achievement. Never before has a town of 180,000 people become — quite literally — the entertainment capital of the world; but it's happening here in Spokane. Look at the roster: anybody who **is** anybody in show business, culture, or the arts will be in Spokane this year."

And, paraphrasing Bill Sampson, that makes Spokane into Theatre for everybody, everywhere.

Welcome!

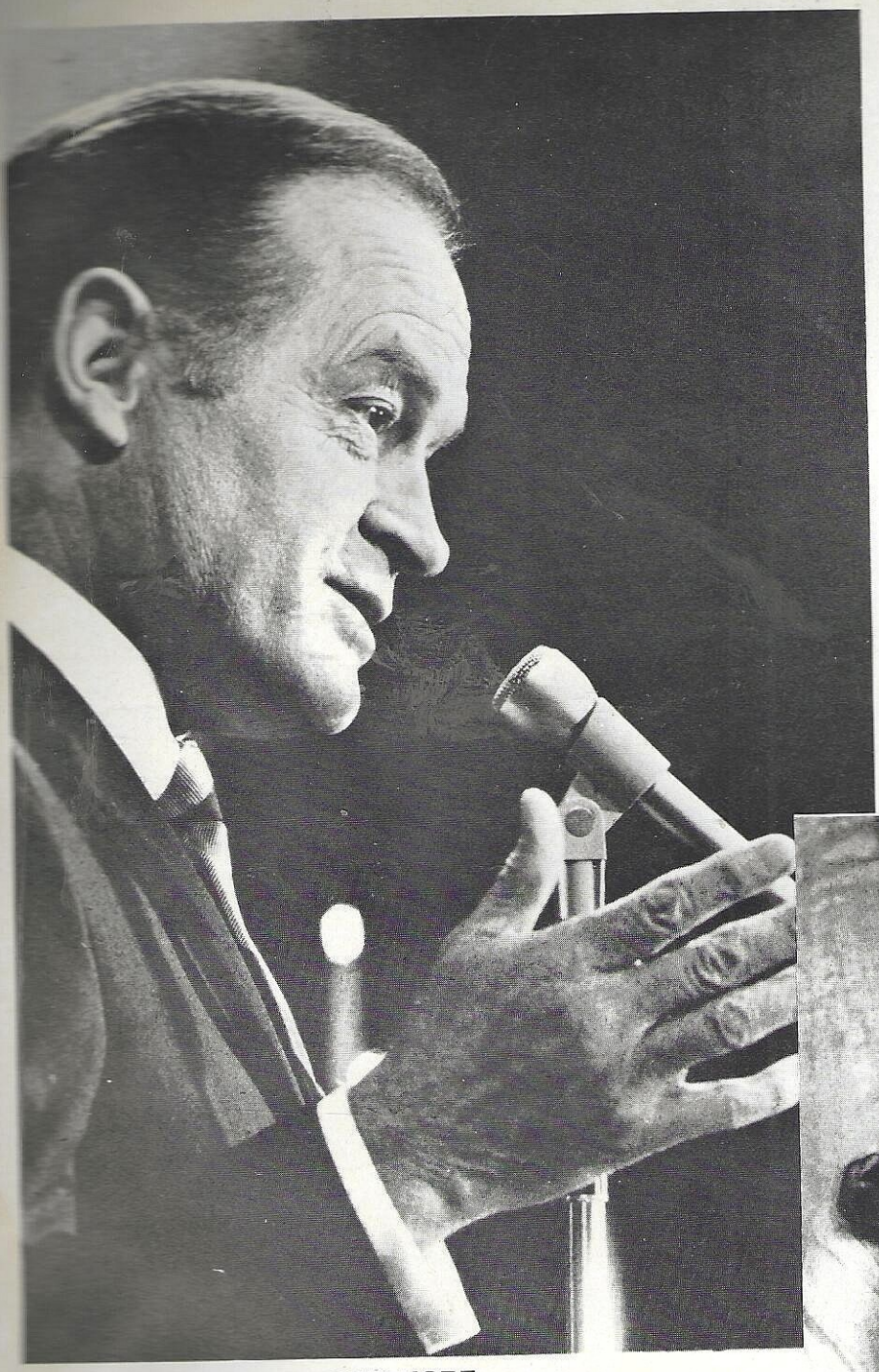
MOISEYEV DANCE COMPANY

TRINIDAD STEEL BAND

KING FAMILY

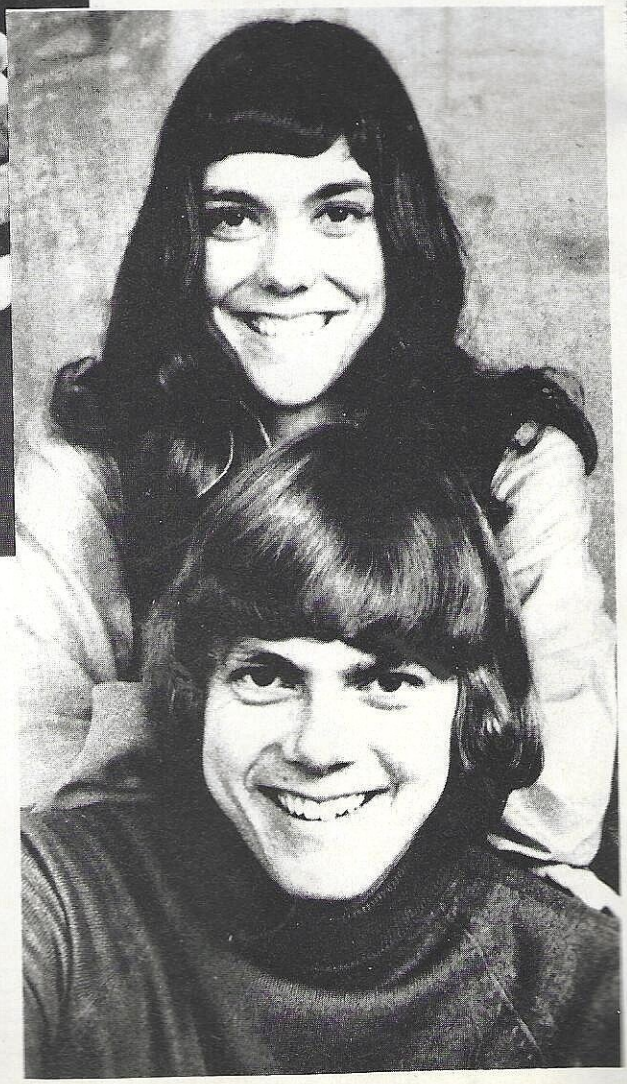
ROYAL LIPIZZAN STALLIONS

LOS ANGELES PHILHARMONIC
ZUBIN MEHTA CONDUCTING



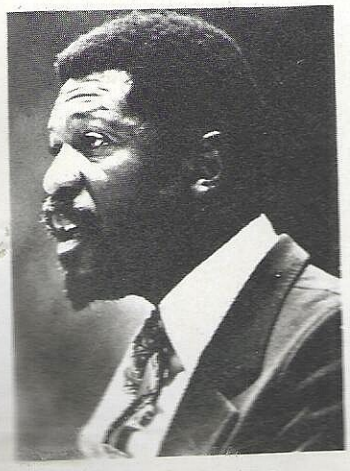
BOB HOPE

GUY LOMBARDO



CARPENTERS

WALT WASHER

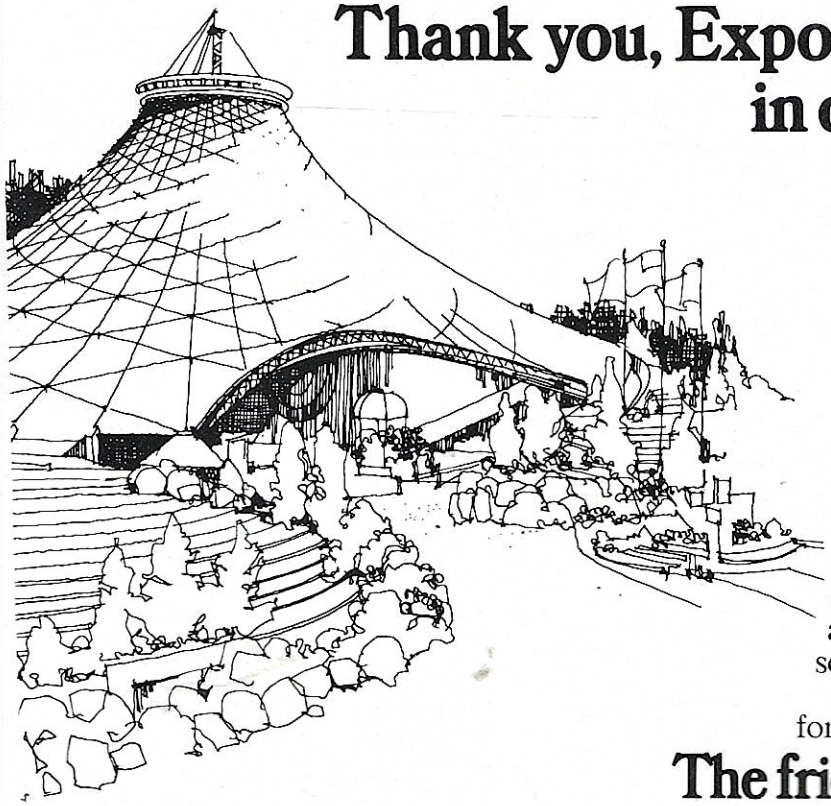


BILL RUSSELL

ROYAL SHAKESPEARE THEATRE
STARRING SIR MICHAEL REDGRAVE

BILL COSBY

Thank you, Expo '74, for new beauty in our land.



United Air Lines would like to thank the people of Spokane, and all concerned with Expo '74, for their efforts and concern for our land.

And we'd like to say we're happy that Spokane is the location…a model city for an exposition with this theme.

In fact, we enjoy Spokane so much that we're offering one-airline service to more than 40 cities across this land. And all with Friendship Service.

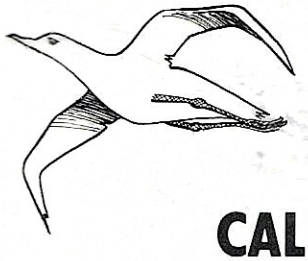
So we hope Expo '74 visitors will share our feelings about Spokane, share a few minutes at our exhibit, and share some Friendship Service on the way home.

Just call United or your Travel Agent for reservations.

The friendly skies of your land.

United Air Lines

Partners in Travel with Western International Hotels



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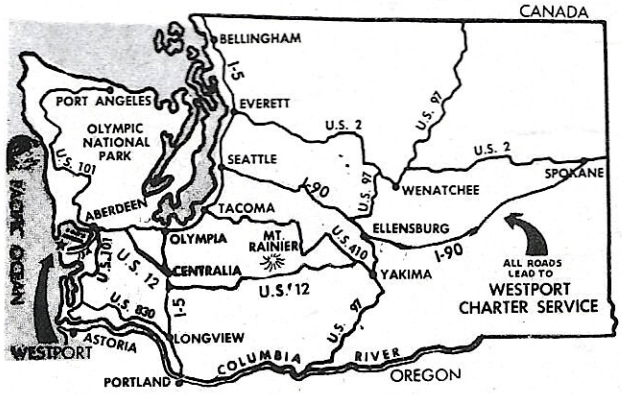

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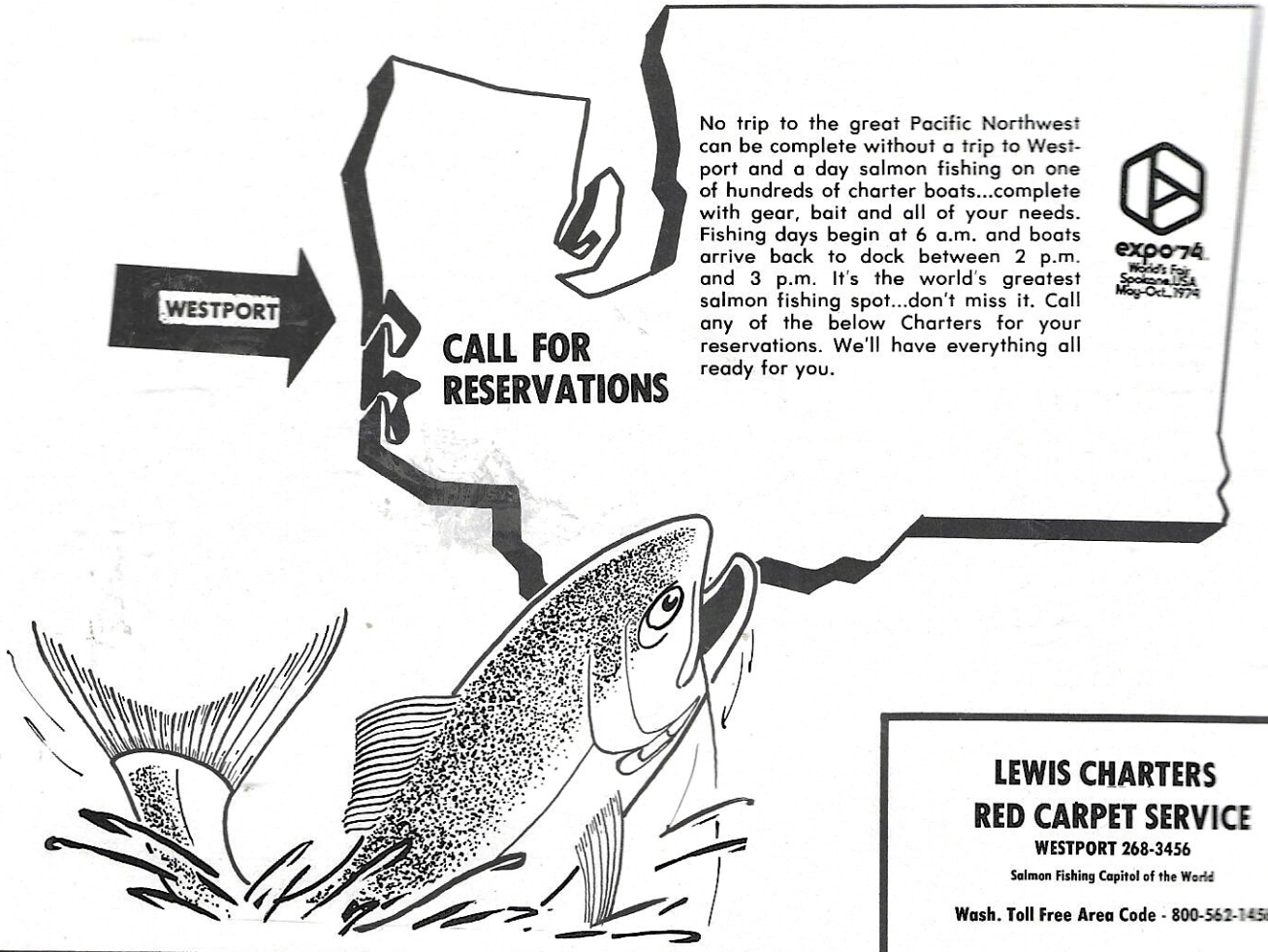

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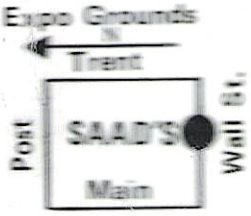

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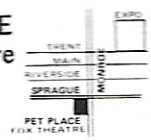

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The Universa . . . a twinkling wonderland of thrills, super rides and challenging games of skill covers the L-shaped playsite edged on the south by the Fair's boundary and on the north by the river.

Expo planners travelled far to assure that Universa would be a standout attraction at this World's Fair. They combined the imagination centers of the U.S. and Europe and came up with 21 exciting rides . . . some making a first-time anywhere debut for Expo '74.

The huge roller coaster, the giant ferris wheel, auto scooters, the electric speedway, large antique "drive-'em" cars, the fun house, a banshee ride-in-the-dark, the mirror maze, the famous Matterhorn mountain ride, the waltzer, a spinaround ride, the breathtaking Spider ride, the Trabant . . . a unique new toboggan ride.

The Roundup anti-gravity wheel and the Himalaya, a Swiss winter-ride on artificial snow . . . all delight the young and young-at-heart.

Twelve skill games . . and a penny arcade along with refreshments and food (a selection of hamburger, hot dog and popcorn palaces) make Universa a great place to spend your time.

Universa is a sure bet to take your breath away . . . and to borrow a share of your vacation memories to keep forever.

A climax to your Expo thrills is a ride in a candy-colored gondola swinging you skyborne above the Fair site connecting with the distinguishing ride of Expo '74 . . . the Ride Over the Falls.

This is the never-before ride experience you'll never forget. Another smooth, safe gondola tramway that sweeps you across, into and back from the foamy, roaring wonder of mighty Spokane Falls.

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YOU'RE IN INDIAN COUNTRY

You're in Indian country!

While you tour Expo '74 and the Folklife Festival you see one-fourth of the $1.1 million budget allocated for native Americans participation in Expo.

Indians of America, especially those of the Northwest, are displaying their art and culture during the Fair.

A total of 128 tribes, bands and Indian affiliated organizations laid plans for the program.

EXPO IS A FUN PLACE

Expo is a fun place.

By now you know that a continuous flow of entertainment and special events highlight the only major exposition to be held in the United States during this decade.

The man responsible for producing organized fun is a big leaguer . . . Tommy Walker of international fame. Walker served as Director of Entertainment for Disneyland for 12 years.

He also staged half-time shows at the Super Bowl, Rose Bowl, Sugar Bowl, Pro Bowl and several other stadiums. He also staged the two-day celebration for the opening of the London Bridge at Lake Havasu, Arizona and produced the inaugural parade in Washington, D.C. in 1972.

You know now, Expo wants you to have fun!

WORLD'S FAIR OFFERS JUST ABOUT EVERYTHING

Pan for gold, see the Royal Shakespeare Company, dine in an authentic Russian restaurant, camp out with Indians, visit a ghost town, take part in an environmental symposia series, ride the mailboat up the roaring Snake River, fish for a world's record Kamloops trout or take in the opera.

You do it all — and plenty more — at Expo '74.

Small as world's fairs go, Expo '74 from another point of view is quite literally as big as all outdoors. Spokane's location in the heart of the Pacific Northwest's scenic Inland Empire provides a window on nature difficult to match anywhere in the world.

It would be hard to pick a more appropriate place for the first world's fair built around what has become one of the most important issues of our day. Expo '74's theme is "Celebrating Tomorrow's Fresh, New Environment." Visitors soon get the feel of what that can mean.

Spokane is located within a day's drive of 12 national parks, including spectacular Yellowstone, Glacier and Mount Rainier. Within the same radius are 15 national forests, dozens of state parks and hundreds of private camping grounds and resorts. Some 76 lakes are found within 50 miles of the city, and they abound with game fish.

The world's records for Kamloops and Dolly Varden trout — 37 and 32 pounds, respectively — were set at Lake Pend Oreille, Idaho, an hour's drive from Spokane. It and other nearby lakes and rivers also teem with rainbows and cutthroat, German browns, landlocked salmon, bass and sturgeon.

Easy side trips for visitors can include a tour of the Coeur d'Alene Mining District, largest silver producing area in the United States, sailboat or houseboat excursions on the lakes or a view of Grand Coulee Dam's spectacular spillway, twice as high as Niagara Falls.

Visitors are always welcome at nearby Newport Geophysical Observatory, where earthquakes are measured, and the Hanford Science Center in Richland, where exhibits explain the development of atomic technology, and youngsters can operate a device used to handle radioactive material.

In Spokane itself, a visit to the newly opened Northwest Indian Center is almost mandatory, and a pocket full of change is all you need to speculate on the Spokane Stock Exchange, one of two penny-nickel-dime exchanges left in the U.S.

While here the visitor can take in the World's Fair itself.

At least 10 nations are participating, including Australia, Korea, Japan, the Republic of China, the Philippines, Iran, the Soviet Union and West Germany. Canada is sending not only a national exhibit, but also one from British Columbia and one from Alberta. The Canadian exhibit covers a whole island in the spectacular river rapids near Spokane Falls.

Besides the U. S. National Pavilion, separate exhibits will represent the states of Washington, Idaho, Montana and Oregon. All will focus on Expo's environmental theme, as will those of the industrial exhibitors, which include Ford and General Motors, the Bell Systems, General Electric, Kodak and the American Forest Institute.

The United Nations has designated Expo '74 as the official center for World Environment Day June 5, and is sponsoring a complex environmental exhibit. Expo hosts an International Environmental Symposia Series that brings together experts of the caliber of Britain's Lady Barbara Ward Jackson, Rene Dubos of France and Nobel Prize-winning economist Wassily Leontief of Harvard.

Other national and local figures also participate in a series of conferences in which visitors are invited to join. The U.S. has scheduled bilateral conferences on environmental issues with Japan and the U.S.S.R. being held in Spokane during Expo '74.

But the fair is hardly all business. Expo '74 has brought a galaxy of entertainment

to Spokane. The list of international stars covers the entire spectrum of taste, from rock to classical to country and western music, opera and ballet to the circus, comedy to serious drama.

To drop a few names: Jack Benny, Bob Hope, Helen Reddy, Marcel Marceau, the Carpenters, Chicago, Isaac Stern, Van Cliburn, Dame Margot Fonteyn, the Seattle and Spokane Opera Associations, the Cleveland and Philadelphia Orchestras, Lawrence Welk, Harry Belafonte, John Denver, Jim Nabors, Roberta Peters, the Mormon Tabernacle Choir, Liberace, Patrice Munsel, the Philadelphia Orchestra, Tom T. Hall, Gordon Lightfoot, Festa Brazil and the Ballet Folklorico of Mexico. That is only a beginning.

The Soviet Union is sending three teams of athletes, including gold medal gymnasts Olga Korbut and Ludmilla Tourischeva, to Expo '74. A skating team will perform, and the Russian basketball team will play the U.S. College All Stars.

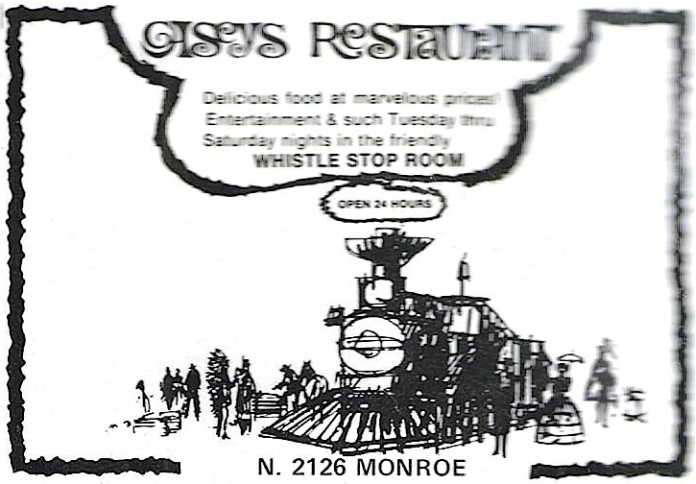
The fair also offers a continually changing assortment of free entertainment featuring local singing groups, high school bands, square and folk dance troupes — including several from foreign countries — folk singers and special entertainment groups from all over the U.S. and Canada.

In the American Indian Pavilion, local tribes demonstrate crafts they have practiced for centuries: kayak building, longhouse construction, totem pole carving, salmon smoking and other skills by which they have always lived.

Nearby, the Smithsonian Institution's Folklife Festival exhibits the pioneer skills of log rolling, gold panning, folk dancing and folk singing. Basque sheep herders from Idaho will shear sheep and show how their highly trained sheep dogs work a herd.

The Doukhobors, a highly insulated ethnic Russian community which has preserved its identity amidst the changes of the modern world, also has a part in the Smithsonian's Festival.

Each of the foreign nations participating in the fair presents examples of their cultural heritage in both permanent and changing exhibits.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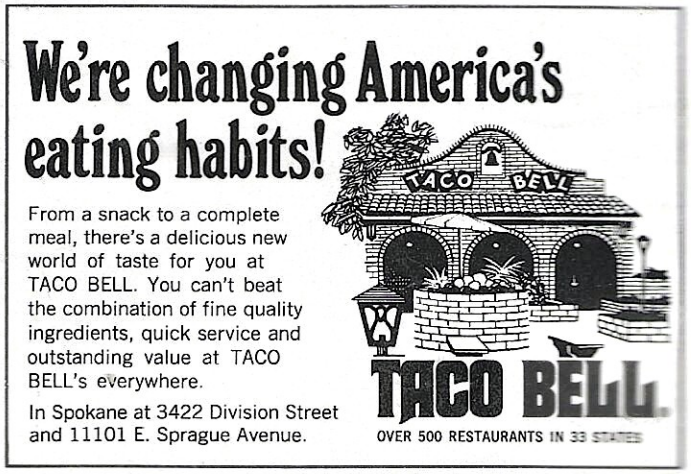
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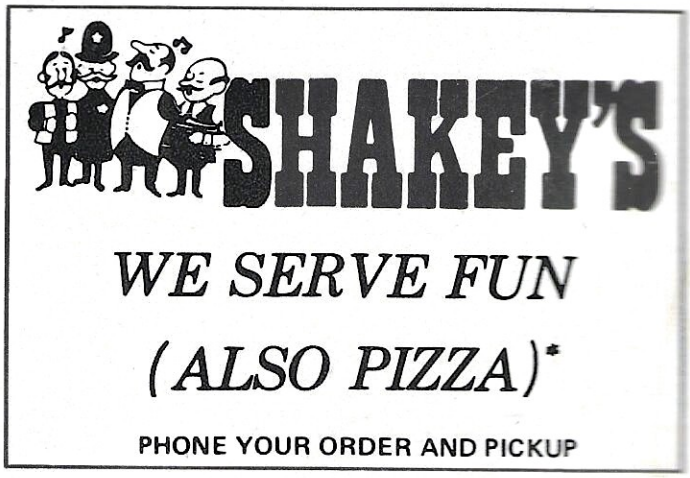

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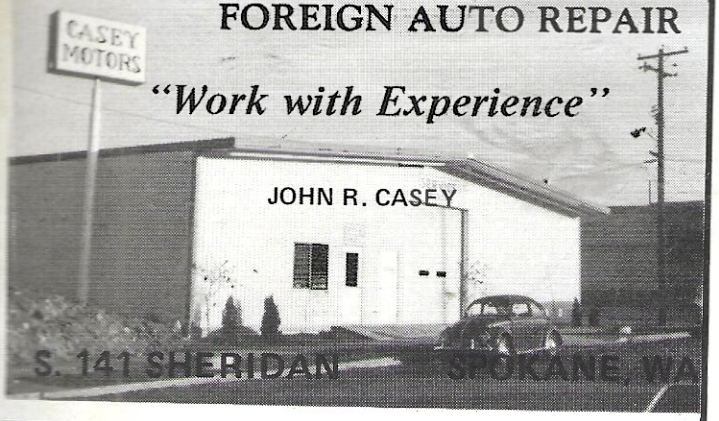

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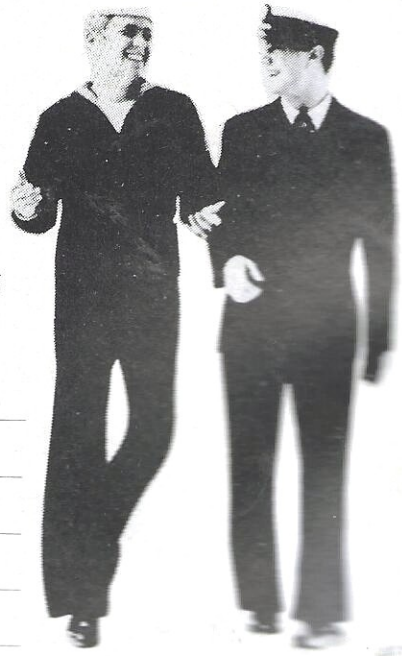


WORLD'S FAIR SETS A TEMPTING TABLE

Pierre Parker of Paris makes perhaps the most exclusive French onion soup in the world.

Your only chance to taste it, unless you happen to be a family friend, is to visit a world's fair — for instance, Expo '74. On Nov. 4 Pierre will be out of business again until he reopens at Expo '75 in Okinawa the following July.

Pierre, a stocky, soft-spoken man of unmistakably Gallic charm, insists he learned the recipe for his famous soup from his mother — not in the U.S. Army, in which he served as a cook after World War II.

"My whole family was in the restaurant business," he said. "My mother did the cooking, and she taught me. My father was killed in the war, and when we moved to California she opened a restaurant there, and I opened one in Laguna Beach in 1956.

"Then in 1962 I opened a restaurant at Century 21, the Seattle World's Fair. Since then I work only at each world's fair."

And in between?

"Nossing," Pierre says with a shrug he also must have learned from his mother. "I prepare for ze next world's faire."

Obviously, Pierre regards the threat of competition with something less than panic. A lesser chef might be daunted by the variety of international cuisine that will be offered visitors to the Spokane World's Fair.

Since many of the nations participating in the fair are on the Pacific rim, oriental delicacies are in profusion.

From the Philippines: Chicken adobo — chicken breasts sauteed in vinegar, soy sauce, minced garlic and oriental spices. And lumpia — a Philippine egg roll filled with fresh ground pork and beef and exotic vegetables. And camaron rebosado — jumbo shrimp stuffed with pork and beef.

The Japanese, one of the largest exhibitors at Expo '74, are well represented in the gastronomic competition, too: Ginza pork and chicken will be offered, as well as tempura — chunks of fish and vegetables deep fried in light batter. There will also be saimin noodles, teriyaki chicken, and, for the linguist or the merely adventuresome, yakitori, kushikatsu, okonomiyaki and inarizushi.

"Try it, you'll like it," is obviously going to be the watchword here.

Fare at Expo '74 is not limited to cuisine from the nations participating in the fair. Fish and chips, that British treat now a lunchtime standard in the Colonies, are offered at several spots. (The hamburger and the hot dog represent the national colors, proudly hailed across at least a dozen lunch counters.)

From India, there is roghan josh (spiced lamb), mahanaja (chicken curry), keema (spiced ground beef), jhinga (seasoned prawns), pulaui (fried rice with almonds), samosa (meat filled pastry), shish kebab, tandoori chicken and East India bread.

Next door to Pierre, the Hofbrau Haus spreads a sumptuous German table: herring or sausage "Black Forest" salad or smoked salmon for appetizers, followed by such specialties as eisbein, sauerbrauten, or weiner schnitzel. And can you believe Munich pizza, with sausage, cheese and onions? (**Real** pizza, an American invention the Italians have not yet gotten around to making at home, is served at a number of other stands.)

Dark and light Bavarian beer, the real imported stuff, is available in unlimited quantities to wash the throat and loosen the tongue for the Hofbrau House's music hall revelry.

The Russians, who have the largest pavilion at Expo '74, feel at home. There is an entire restaurant specializing in Ukranian and other Russian dishes.

No matter which nation's fare the visitor decides to try, the tab will not be heavy. Dean Guintoli, Expo '74's concessions manager, a man with 35 years in the food business and a sharp eye for price/quality advantages, assures that visitors find "good food, but at the working man's price."

Two cafeterias feature American-style steaks, chicken, fish, ribs and the like where a full dinner runs about $3. The most expensive international dinners are not much beyond twice that.

"And there are no dollar hamburgers or

hot dogs," Guintoli added. "We are competitive with downtown restaurants and diners."

But no downtown menu anywhere can compare with World's Fair fare. The list defies orderly compilation.

Taiwan is one of the nations participating in Expo '74, so be prepared for egg rolls, chow mein of various categories, fried rice likewise, and sweet and sour ribs, pork and chicken. And cookies that tell your fortune.

People will find no shortage of bar-B-qued beef, pork, ham, and beans, or corned beef, pastrami and Reuben sandwiches.

The health food freaks are not slighted. At least one stand serves nothing but "natural" foods and juices. A Spokane concessionaire offers a full assortment of fresh fruits in season as the fair progresses.

From Winnepeg there is a homestyle garlic sausages, Ukranian perogies and halubachi, and home-made soups of various colors, consistencies and flavors.

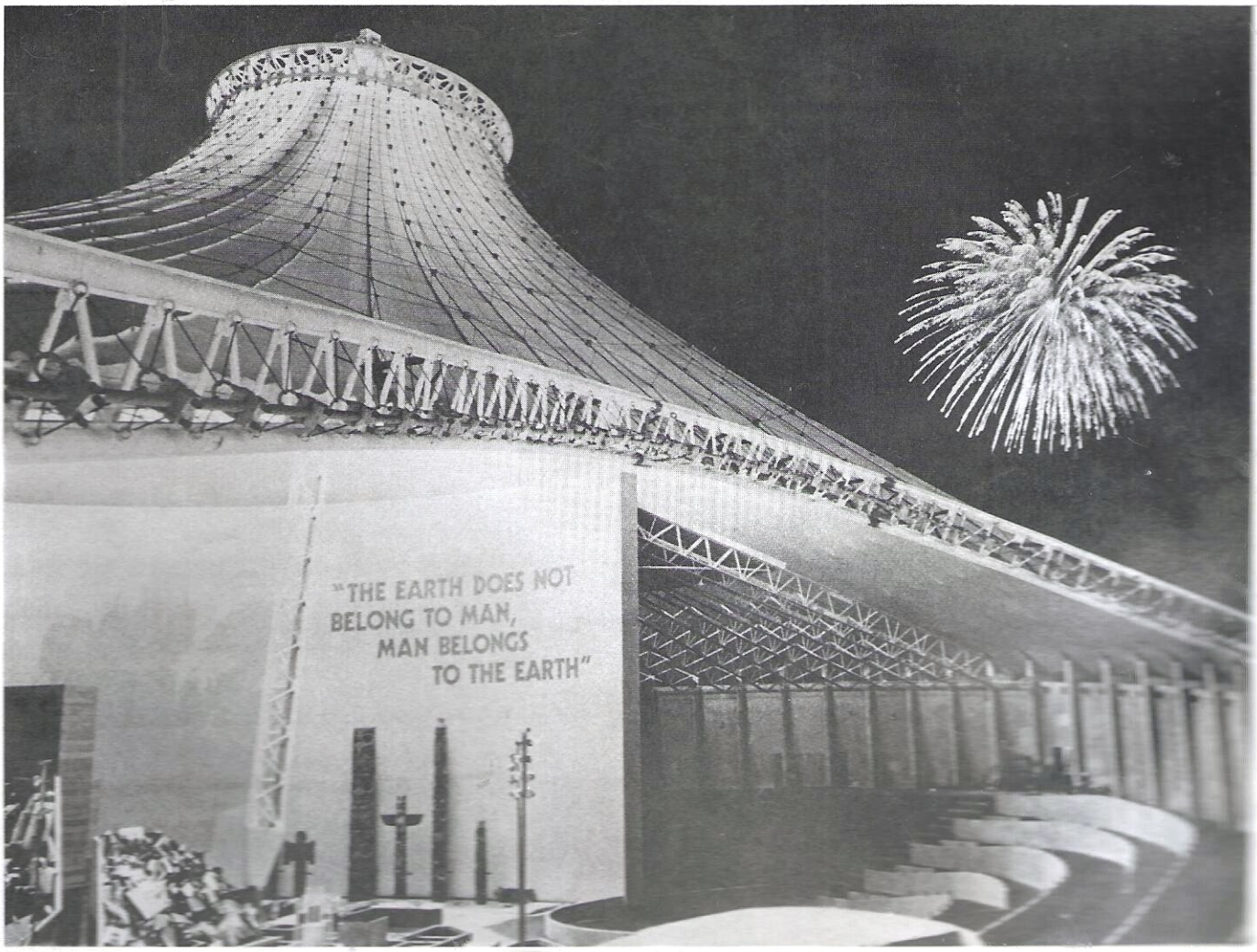
There are tacos, tostados, enchiladas and burritos — si, senor.

There are Belgian waffles, Danish apple skivers and a Polynesian pou-pou platter. ("Try it, etc.") There is Black Forest cake, apple strudel, strawberry shortcake, peach shortcake and raspberry shortcake.

There are corn dogs, hot dogs, submarines and sloppy joes; papa burgers, mama burgers and baby burgers. (If you don't believe it, check the menu.)

There is soft ice cream, hard ice cream, frozen bananas, rainbow sherbet, Italian ices and spumoni. There are potato chips, corn chips, peanuts, giant pretzels, candy floss and candied apples; home-made fudge and salt water taffy; snow cones and hot chocolate; orangeade, lemonade, grapeade, watermelonade, root beer floats and a rainbow assortment of sundaes.

There are doctors and nurses on duty, and bicarbonate of soda, and clergymen for weight-watchers.



OPENING NIGHT ceremonies included a beautiful display of fireworks.

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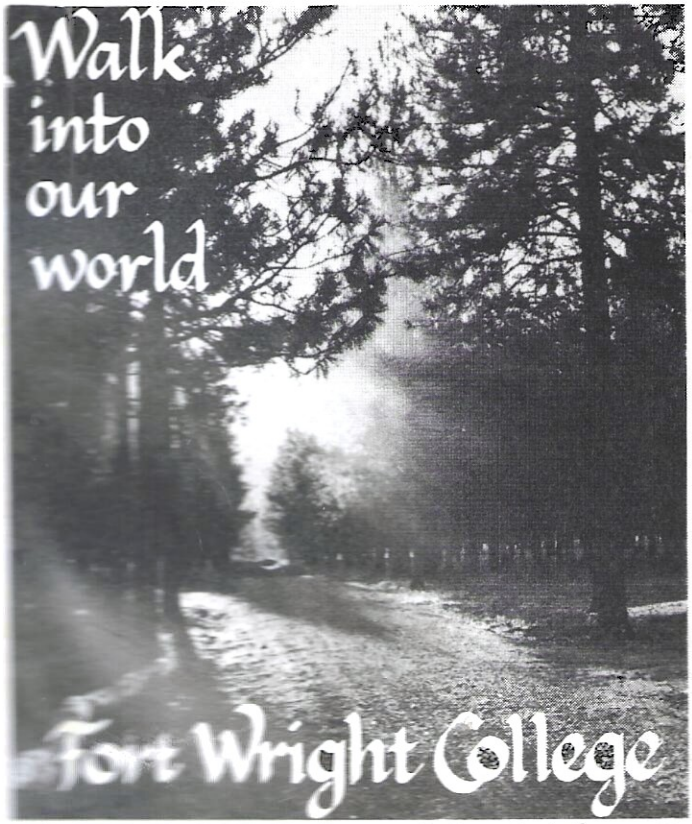


W. 40000 Randolph Road — an independent four-year liberal arts college located amidst 75 acres of woodland beauty, just 6 minutes from downtown Spokane.
Tour the Fort Wright College Historical Museum - open daily from 2 to 4 p.m.

EXPO '74 IS THIRD WORLD'S FAIR IN THE WESTERN U.S.

Expo '74 is the third World's Fair to be held in the Western United States as others included San Francisco in 1915 and Seattle in 1962.

Another major exhibition was the Golden Gate International Exposition celebrating the opening of the Oakland and Golden Gate bridges and was held in San Francisco in 1939-40. Although it did not achieve the status of an international exposition, it still attracted 17 million visitors.

The 1915 Fair at San Francisco was the Panama-Pacific International Exposition and celebrated the opening of the Panama Canal. It was the first international exposition held in the United States that did not stress industry or science. Its great contributions were of a cultural nature.

Despite the fact that it opened just after the outbreak of World War I, the exposition enjoyed a moderate success with a small attendance. It closed with a surplus of over $2 million with which a memorial exposition auditorium was financed.

It was the first exposition at which the public could take airplane rides and the first to use motion pictures. Attendance was over 13 million.

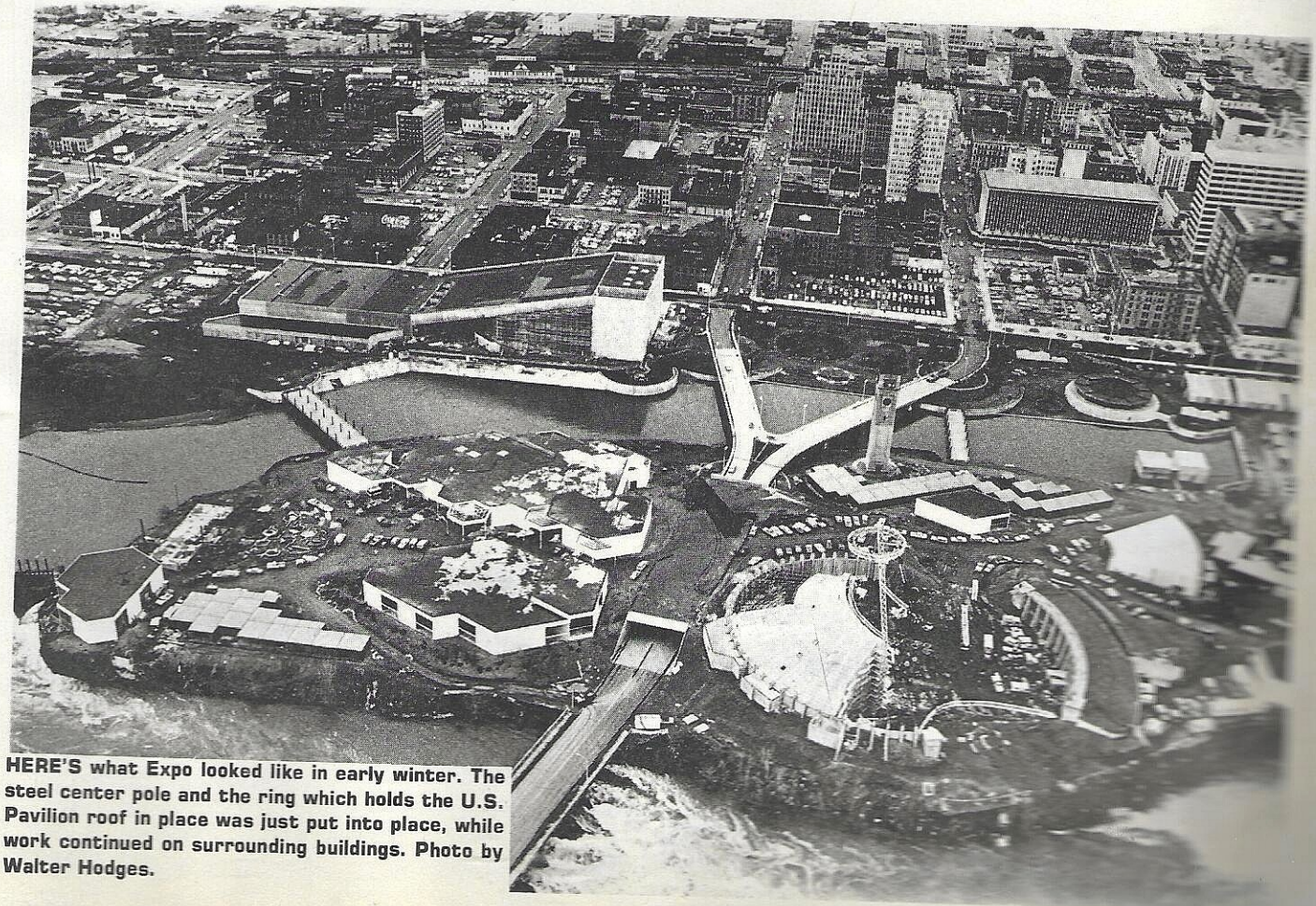
The latest in the West Coast was Century 21 at Seattle which emphasized the technical and scientific achievements. A profit of nearly $100,000 was reported from an attendance of 9,639,969.

The next major exposition following Expo '74 is slated for Okinawa, Expo '75 and will be devoted to man and development of the ocean resources.

FIRST CONSTRUCTION

The bids for the first construction on site for Expo '74 were opened Sept. 8, 1972. Ground breaking for the U.S. Pavilion was Sept. 22, 1972.

A VIEW of the U.S. Pavilion that very few ever saw was this breathtaking scene when moonlight and floodlights gave the huge pavilion a web-like effect.



HERE'S what Expo looked like in early winter. The steel center pole and the ring which holds the U.S. Pavilion roof in place was just put into place, while work continued on surrounding buildings. Photo by Walter Hodges.

COLORS, COLORS . . . IT'S ALL FOR HARMONY

Where's the "Yellow Brick Road"?

You'd just about expect something from the Wizard of Oz as you notice the bright colors all over the Expo '74 grounds.

Keeping in tune with the Expo theme of environment, the 100-acre site is divided into five color-coded zones . . . yellow, magenta, purple, red and orange.

Color on buildings, and even the landscape itself, in each zone increase in intensity, pale on the edges . . . rich and full in the center.

The color coding creates harmony throughout the site, eliminates witless competition among exhibitors and prevents outbursts of clashing, garish signs.

It's all ideal for photographers . . . and you . . . another way for man to live in harmony with his environment.

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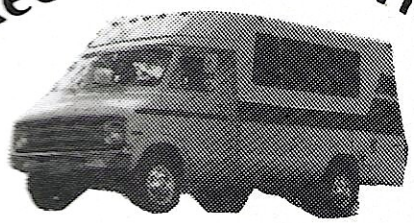

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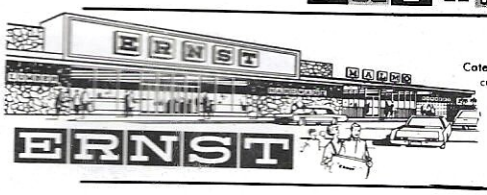

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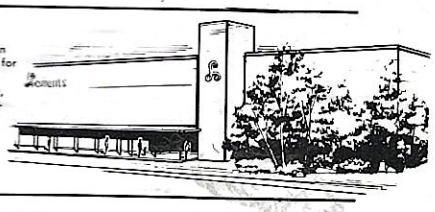

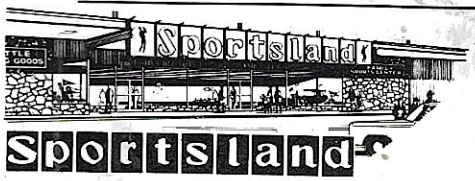

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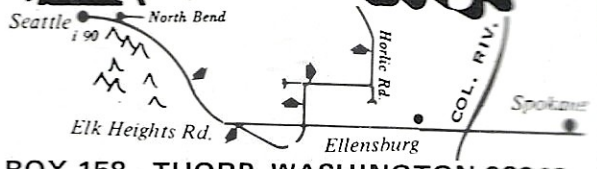

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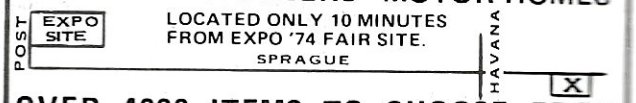

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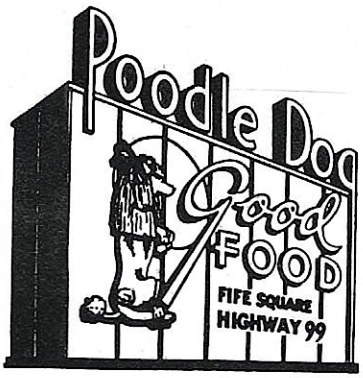

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EXPO ECOLOGY EXAMPLES STARTED LONG AGO!

Expo '74 is centered around environment with hundreds of functions geared towards it. One of these happened last winter months before Expo opened, but it was another example of how citizens are becoming ecology minded.

Expo received a 120-foot cedar pole to use as they wished. It was donated by B. J. Carney company of St. Maries, Idaho. Then Tommy Walker, Expo's special entertainment consultant of Disneyland fame, decided to call attention to problems of the environment.

Under the direction of Walker, it was decided to make an aluminum can Christmas tree. With the help of Spokane school children who volunteered to collect cans, and Coca Cola, Pepsi Cola and Seven-Up companies who provided trucks for pick-up Over 100,000 empty recyclable aluminum cans were gathered and attached to the 120-foot pole . . . thus Spokane and the World's Fair created the first environmental Christmas tree.

Many of you saw this tree, but those who didn't can be assured it had a special meaning to everyone.

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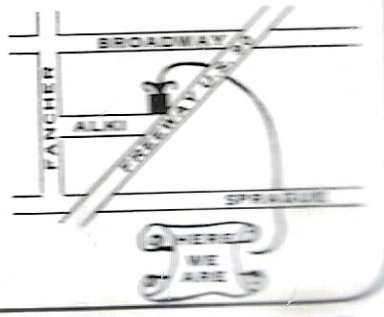

UNITED STATES PAVILION THE LARGEST AT EXPO '74

One of the most striking buildings on the Expo '74 fairgrounds is one that will remain after Expo closes and the site becomes a Spokane city park . . . this is the United States Pavilion.

Only three buildings are permanent and will remain after Expo. Along with the U.S. Pavilion, others to stay include the Washington State Pavilion building and the Spokane city building, used as a German hofrau during the World's Fair but to become the home of an antique carrousel the city is restoring.

As you notice in your approach to Expo '74, the U.S. Pavilion is the largest and most imposing structure on the site. It is located on a four-acre site on the north bank of Havermale Island. The structure combines a translucent vinyl canopy supported by cables and suspended from a high mast, and a permanent building of concrete and glass.

Beneath the dramatic fabric canopy, overlooking the north cataract of the Spokane River, is a three-part floor plan which is comprised of (1) a specially designed 850 seat theater, (2) a central courtyard for theme exhibits, and (3) the Federal Action Center in the permanent building.

Within the Pavilion, you view a spectacular documentary film and see imaginative exhibits and displays. You also get a glimpse of how people can live, work and play in harmony with his environment while you look at this planet Earth.

The huge vinyl roof, which includes enough fabric to cover two acres, is hung from a network of almost five miles of steel cable. These are suspended from an immense steel mast which rises 145 feet from the courtyard, and anchored to large piers and pylons on two sides.

The mast and cable system together weigh nearly 200 tons. At the top of the covering, there's a 50-foot opening to allow fresh air to circulate throughout the pavilion.

Entering the U.S. Pavilion you see the courtyard exhibits are directly ahead. The Federal Action Center is to your left, and the IMAX Theatre to your right as you enter the main arch. Aisles provided to accommodate those entering the theatre are terraced along a slope so you can see the courtyard displays.

The completely enclosed, air-conditioned theatre seats 850 and is dominated by a

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His Divine Grace will be appearing with students in Spokane's Expo '74 in mid August. He will lead the World in chanting this celebrated & recommended Hymn for Self Understanding, World Harmony & God Realization in this Age!
Hare Kṛṣṇa Hare Kṛṣṇa Kṛṣṇa Kṛṣṇa Hare Hare Hare Rāma Hare Rāma Rāma Rāma Hare Hare
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huge, curved screen, 65 feet high and 90 feet wide. On this, probably the largest screen in the world, you see shows including the feature film produced by Paramount Pictures using a special 70 millimeter high-fidelity film process. IMAX to fill the screen, which is three times as large as Cinerama.

The second major section of the United States Pavilion is the one-acre garden courtyard. Here unique exhibits covering some 17,000 square feet, focus on key environmental problems: Water, Energy, Solid Wastes, Air, Pesticides and World Products.

These exhibits all relate to the familiar aspects of daily life in the average American Household. They demonstrate how nature's needs and man's needs can best be met in terms of our natural environmental heritage.

From the courtyard you enter the third feature of the U.S. Pavilion, the Federal Action Center. The ground floor includes 5,500 square feet of exhibit space, a portrait of the Federal government's approach to environmental issues.

Man can, indeed, live and work and play in harmony with the earth that sustains him. Here, in the United States Pavilion, is proof . . . good cause for celebration of tomorrow's fresh, new environment.

NIGHT SCENE of the U.S. Pavilion was web-like during early construction.

NEAR EXPO '74 is the newly opened Pacific Northwest Indian Center. Open to the public, the Center has one of the most complete and exciting native American Indian exhibits in the world.

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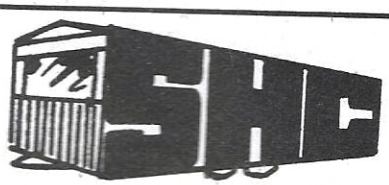

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Original paintings, drawing, lithographs and sculptures, as well as prints, ranging in price from $6 to $30,000 are on sale now.

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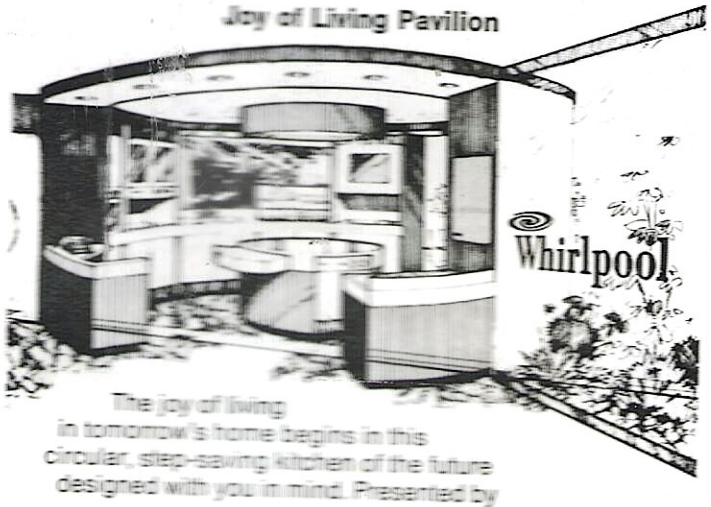
Whirlpool kitchen in the round

Joy of Living Pavilion



The joy of living in tomorrow's home begins in this circular, step-saving kitchen of the future designed with you in mind. Presented by

Whirlpool

We believe quality can be beautiful.

WHO SAID KIDS REALLY DON'T CARE?

It took the kids to get Spokane to do something about hauling away abandoned automobiles. Actually, it took the kids themselves.

"We wanted to clean the city for the World's Fair," said Robert Perkins, one of a group called the Expo '74 Youth Task Force.

The students set up search teams to locate cars — in back yards, in ravines, along streets.

And the students themselves handled the paper work (mainly getting title to derelicts), and the three who found the most won prizes.

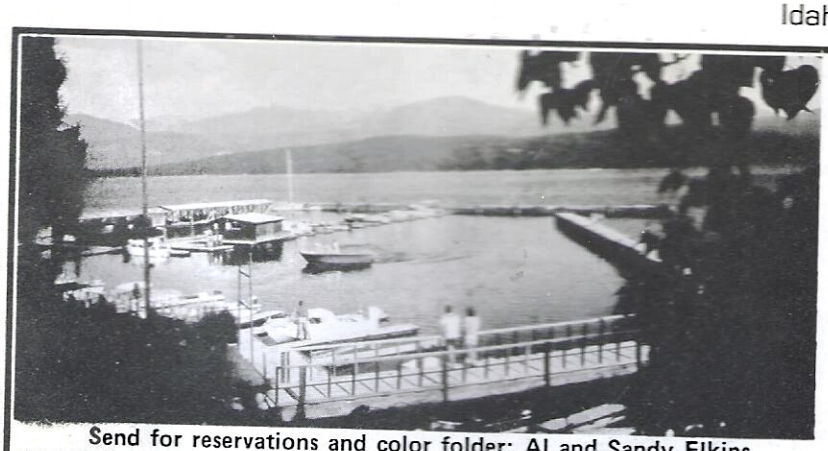
The Task Force persuaded officals of nearby Fairchild Air Force Base (and other groups) to supply men and machines to haul cars to a shredding machine.

And the Washington State Department of Ecology paid administrative costs.

In all, the kids collected from 456 cars — and saved the city of Spokane from becoming another typical American urban automobile cemetery.

ECONOMIC IMPACT

Expo '74 directly and indirectly created 4,000 new jobs in Spokane and throughout the region's tourist industry. Expo is responsible for $125 million total economic impact according to the Economic Research Associates in Washington and Idaho.



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- WATER SKIING-FISHING-BOATING-HIKING
- FUN AND ACTIVITIES GALORE
- 50 FOOT CONCRETE LAUNCHING RAMP

LOOK AT OUR NEW CONDOMINIUM PLANS

EXPO '74 TO FEATURE UNUSUAL ART EXHIBIT

One of the most unusual art exhibits of recent times — bringing together prominent Canadian, Hawaiian and mainland U.S. painters — is being held during the Expo '74 World's Fair.

Some of Canada's best-known painters are represented in a special section of the $4 million exhibition. Another separate section features works by contemporary artists from Hawaii.

"I believe this is the first time that either group has been represented as a group in a major American exhibition," said Dr. Alfred Frankenstein, San Francisco art critic and columnist who is making the selection of some 125 paintings.

The exhibition also includes a large section of major paintings by American artists of the 19th and 20th centuries. Included are works by Grandma Moses, Charles Russell and Frederic Remington. Artists of the "Hudson River" and "Ash Can" schools are also represented.

The exhibit is being sponsored by Seattle First National Bank, which also funded the $210,000 art gallery which will remain permanently in the Washington State Pavilion when the World's Fair is over.

Subjects of the paintings range from the stark wilderness of arctic and sub-arctic Canada to the softly colored landscapes of Hawaii. Many of the paintings celebrate the wild scenery of the unspoiled Canadian and American Northwest.

Prominent among the Canadian artists represented are four members of the "Group of Seven" who portrayed the wild country of arctic Canada in the early part of the 20th century. Lawrun Harris' "Bylot Island," A. Y. Jackson's "Algoma," Tom Tomson's "Northern River" and "Snow in October," and J. E. H. (Jock) MacDonald's "Autumn in Algoma" represent the Canadian North.

Eastern Canada artists who "fell in love the scenery of the St. Laurence River," said Frankenstein, are represented in the exhibition by Maurice Cullen ("Valley of the Devil River"), J. A. Fraser ("Laurentian Splendor") and Clarence Gagnon ("Village in the Laurentians").

Western Canada is represented by Emily Carr of Vancouver, and her paintings "Big Raven" and "Skidigate Pole."

Another interesting aspect of the Expo '74 Exhibition is the inclusion of works by Americans who painted Canadian scenes and those by Canadians who painted American material.

One of the earliest views ever recorded of the area around Spokane is Canadian Paul Kane's "Mt. Hood with Spokane Indians," painted about 1845. Another Kane painting, "Scout Dance of the Spokane Indians" is also included in the exhibition.

David Milne, a Canadian who lived in the Berkshire Mountains of Massachusetts, is represented by "Boston Corner," and Robert Whale, a Canadian who painted New York scenes in the early 19th century, is represented by "Canada Southern Railroad at Niagara Falls." The painting is part of a separate section on the falls showing both the Canadian and American sides.

All the Canadian paintings are being loaned by the National Gallery of Canada in Ottawa except those by Emily Carr, whose paintings are on loan from the Art Gallery of Vancouver.

Among the paintings from Hawaii are Tadashi Sato's "Reflections Three" from the Hawaii Foundation on Culture and the Arts, and "Sea Change" and "Shadow Play" by Ben Norris and "Away and Over" and "Journey in Autumn" by Tseng Yu-ho, from the artists' personal collections.

The Honolulu Advertiser Gallery of Contemporary Hawaiian Art is sending several paintings: "Nothing Left to Do, Nothing Left to See," a satiric view of island tourists by Mike Cantrell, Russell Davidson's "Beach Walk" and "Cathedral," a cloud study by John Wisnowsky. A painting from the Honolulu Academy of Arts Museum, "Hillside Farm" by Isami Doi, is also included in the selection.

VACATIONING WITH THE INDIANS

You need only look at a map of Washington State to recognize the cultural debt the Pacific Northwest owes its native sons, the Indians. Names like Snohomish, Snoqualmie, Yakima and Spokane dot the landscape and testify to the profound influence Indians have had on the development of the region.

Expo '74, the Spokane World's Fair, perpetuates this cultural exchange and affords fairgoers a unique opportunity to vacation with the Indians.

In addition to the dozens of international and domestic exhibits, cultural and entertainment events, environmental programs and recreational attractions at the Fair, the Smithsonian Institution is presenting a five-acre theme park entitled, "The Northwest: A Gift of the Earth." Within the park, a continually changing festival of Northwest culture is represented by ethnic and occupational songs, dances, crafts, ceremonials, foods, and celebrations in which visitors are invited to participate.

Lummis, Makahs, Quinaults, and other coastal tribes will carve totem poles and cedar canoes as they explain traditions, materials, and techniques underlying their craft. If you're on hand, you may have a chance to join Yakimas, Nez Perce, Blackfeet or other plains Indians in erecting and painting a teepee. Indians will bake salmon over open alder fires in the traditional manner as well as present colorful interpretive dancing such as the mythical pantomimes of the Kwakiutl.

We make your life delicious

THE OFFICIAL MUSTARD AT EXPO '74

Just east of the 100-acre Expo '74 grounds, the new Pacific Northwest Indian Center rises dramatically above a bend in the Spokane River. A dynamic repository of Indian culture, the Center incorporates a museum and library, an active art center, and a comprehensive research facility. It is unique in the country and is expected to become the nation's leading repository of Indian cultural information.

For the visitor, the building is literally crammed with hundreds of thousands of artifacts — masks, wood carvings, bead work, clothing, tools, weapons, saddles, teepees — as well as a rare 3,200 photograph collection depicting reservation life and a $1 million Jesuit collection of early western Indian language is the key to computerized research now underway to determine the area in Asia whence the American Indian originated.

Five Indian Reservations — the Colville, Spokane, Kalispel, Coeur d'Alene, and Nez Perce — lie within 120 miles of Spokane. All welcome visitors. Some have limited camping facilities on the reservation; in all cases, there are public campsites and overnight accommodations nearby. All permit fishing, although you may have to purchase a special use permit in addition to the required state license.

Each tribe has its own celebration during the period of the World's Fair. They vary from tribe to tribe but are always guaranteed to be colorful including costumed war dancing, games, rodeos, sometimes parades, exhibits and feasting.

Near Lewiston, Idaho, some 100 miles south of Spokane, Nez Perce National Historical Park commemorates one of the more tragic events in the Northwest Indian experience — the 1300-mile retreat of the great Chief Joseph and his band from the invading U.S. Army. The park is unique among national parks in that it consists of 23 sites (many of them battlefields) scattered over about 200 miles of road. Several of the sites involve the Lewis and Clark expedition and early missionary activities in the area.

The park service maintains a small museum and visitor center at Spalding where, on Sunday afternoons between Memorial Day and Labor Day, local Nez Perces give free cultural demonstrations.

Look for this footbridge.

There's a new world on the other side.

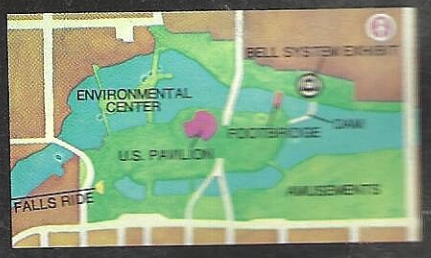
The map will show you how to get there. When you come back, you'll never be the same again.

The Bell System exhibit at Expo '74 is a fantastic, magical world of motion. A place to shed the dried and tattered skin of old ideas—and exchange it for lively, vibrant new concepts.

The Bell System exhibit isn't just about communications. It's about a way to live.

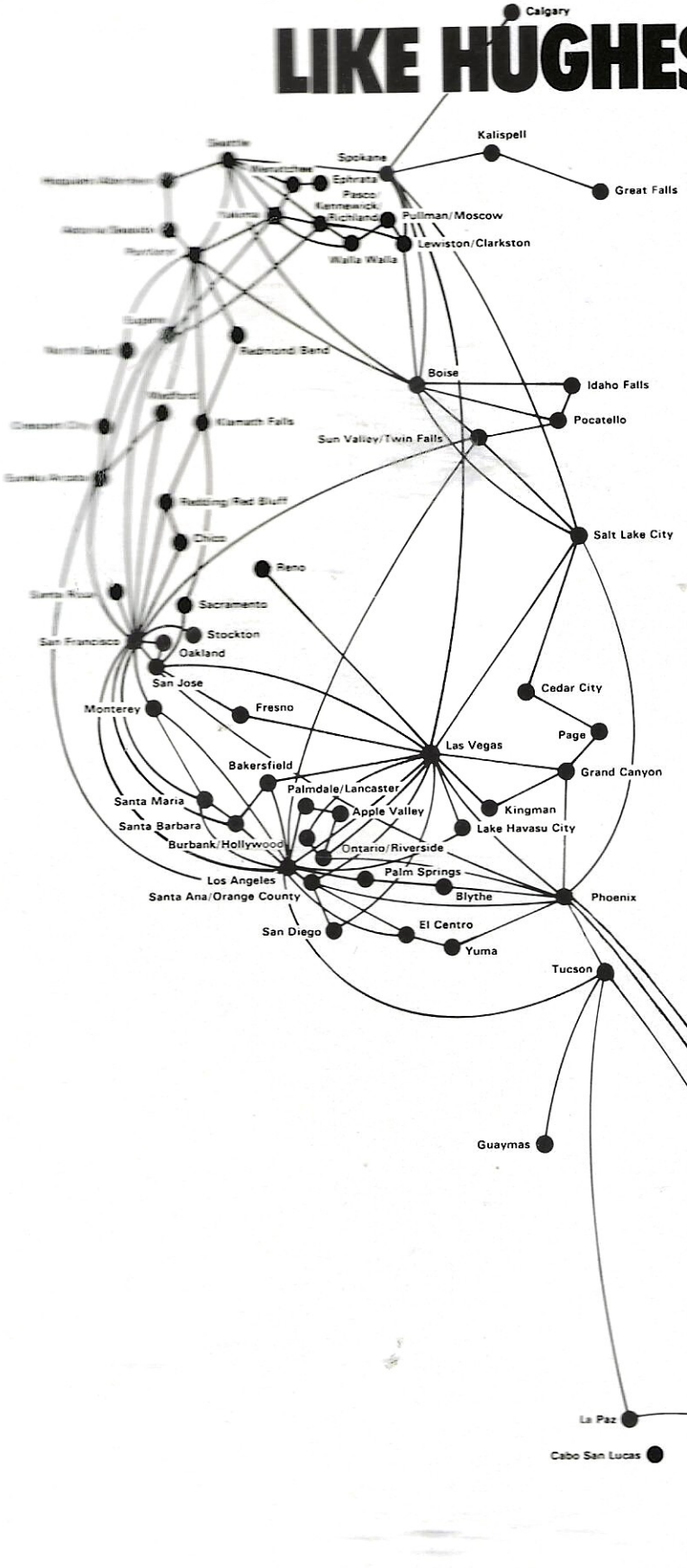
Bring your family any day, from ten in the morning until ten at night.

We'd like to show you what you can expect from the Bell System: The unexpected.



Step into Bell's world right next to the Bus Loop Entrance at the northeast corner of the Expo grounds. Or walk across the North Channel footbridge. But hurry, tomorrow is waiting.

NOBODY KNOWS THE WEST LIKE HUGHES AIRWEST.



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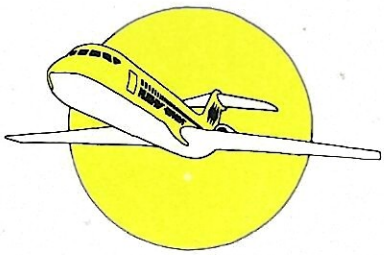
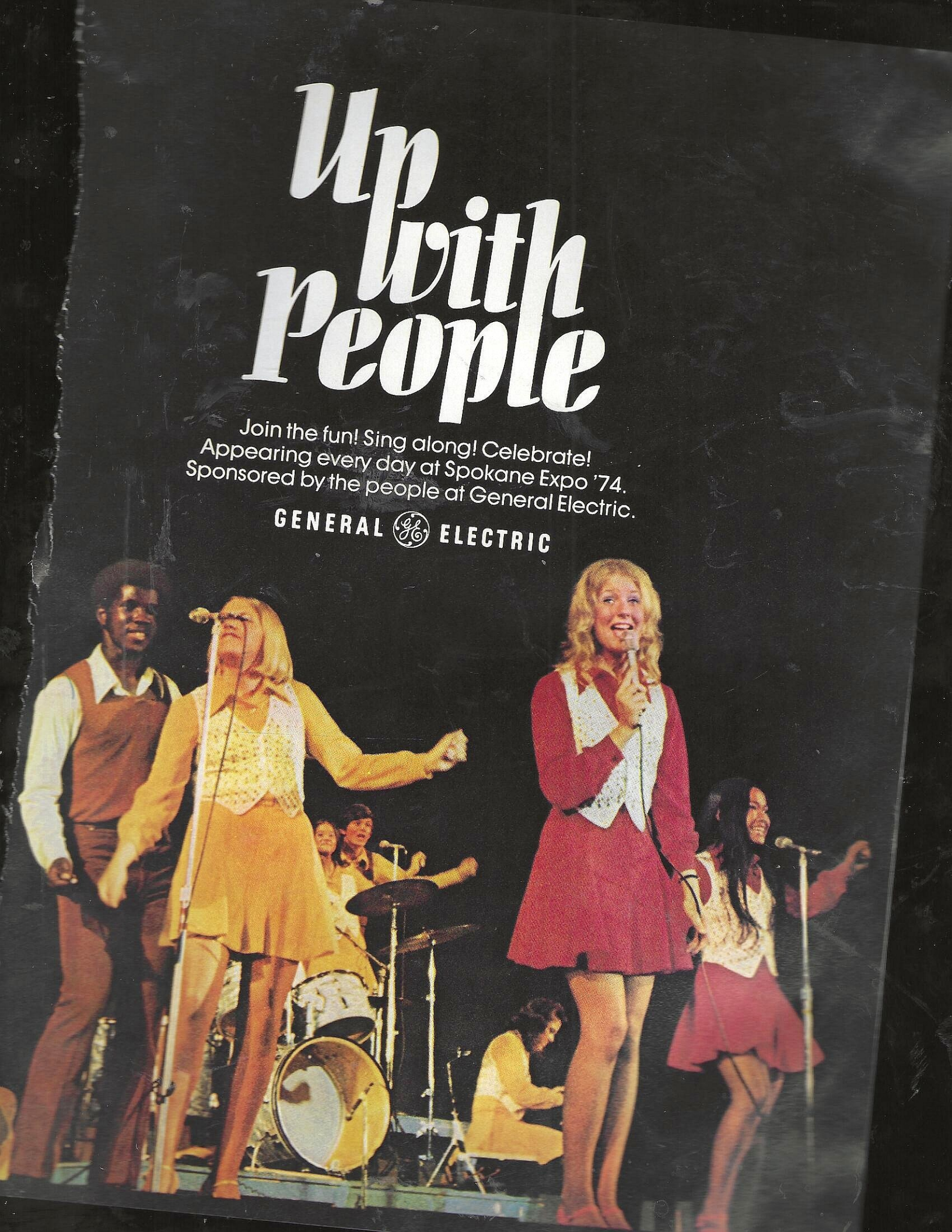


COME FLY THE SUN.

HUGHES AIRWEST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CAMPING AT EXPO '74

For camping families, the movers and shakers who put together Expo '74, the Spokane World's Fair, could not have chosen a more desirable location. Situated in the heart of a vast outdoor recreation area, Spokane is literally surrounded by camping opportunities. Some 76 lakes lie within a 50-mile radius of the Fairgrounds. Within a day's drive are 12 national parks, 15 national forests, dozens of state parks, and hundreds of private campgrounds and resorts catering both to tent and recreational vehicle campers.

Backpackers and wilderness campers are selecting from several nearby primitive areas. Upper Priest Lake is one such destination. Located in the Idaho Panhandle, some 100 miles north of Spokane, Upper Priest is roadless and can be reached by boat or on foot (you can rent canoes for the trip by water). The forest service operates two improved but secluded campsites along the lakeshore. Nearby, the Selkirk Crest Special Management Area offers dozens of high country trails as well as more than 40 alpine lakes stocked with rainbow, brook, California golden, and cutthroat trout.

Tent campers who seek seclusion have their pick of more than 600 forest service campsites within an hour and a half of the Fair. If you prefer the relative comfort of hot showers, improved cooking and camping facilities offered by the state parks, you have eight close by from which to choose — Pend Oreille, Mt. Spokane, and Riverside in Washington; Indian Creek, Round Lake, Dickensheet, Farragut, and Heyburn in the Idaho Panhandle. Popular Riverside is strung along the Spokane River just four miles from downtown. To the west, another dozen or more campgrounds, maintained by the National Park Service, are scattered along both arms of Roosevelt Lake, the 150-mile impoundment of the Columbia River behind Grand Coulee Dam.

Owners of recreational vehicles — motor homes, pickup campers, or travel trailers — have a broad selection of some 7,000 sites with hookups within a one-hour radius of Spokane. Holiday Hills, just one of several recreation vehicle parks within five miles of the Fairgrounds, has hookups that include complete telephone service. Williams Lake, typical of the dozens of small lakes surrounding Spokane, lies 32 miles southwest and offers two RV resorts complete with hookups, boating, fishing, swimming, laundry facilities, playground, and restaurant.

For camping families familiar with the crowded summer conditions at public facilities in California and other parts of the west, this corner of the Pacific Northwest is going to come as a surprise. Delightful, pine-forested Riverside State Park, for example, lies within the city limits of Spokane. On Fourth of July weekend, 1973, only half its campsites were occupied.

This picture is certainly going to become more crowded during the Fair, particularly during the busy months of July and August.

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Fabulous Skiing in Winter
The utmost in relaxation in Summer

Only minutes or a few hours from EXPO by Hughes Airwest Jet Service or Amtrak's "Empire Builder".

the BIG MOUNTAIN

Whitefish, Montana

WASHINGTON FRUIT MAKES OFFICIAL EXPO CANDY

With Washington being the host state for Expo 74, it's only fitting that the official candy for the World's Fair is Washington State made.

Aplets & Cotlets, two deliciously different fruit-nut candies, have been selected to be the official "sweet" for Expo and Washington visitors will soon know why.

The Liberty Orchards Company factory in Cashmere, Wash., where Aplets & Cotlets are made, is host to thousands of tourists every summer. These Washington-made candies are made from the flavor of the very fruit that surrounds them.

Visitors watch as pure, sweet apple juice and apricot puree and generous amounts of fresh walnuts are turned into confections that have become famous throughout the West.

For more than 54 years Liberty Orchards Company has been producing these unique candies. They are similar to the confection known as "Turkish Delight". How a Middle Eastern candy was translated into Aplets and Cotlets is the story of Liberty Orchards.

Liberty Orchards remains a family-owned business today, and as with many such businesses, the company began with the arrival in America of two young men. Dreaming of success in a new country, Mark S. Balaban and Armen L. Tertsagian came from the eastern shore of the Mediterranean and settled in Seattle to open a small restaurant. When they heard of the rich, fruit-growing areas of Eastern Washington, the two partners moved to the little town of Cashmere in the Wenatchee Valley and started an apple dehydration plant. The business was soon prospering.

From the time of their arrival in the Wenatchee Valley, Balaban and Tertsagian were impressed with the abundance of fruit grown there. Perhaps more from a sense of nostalgia than an idea of a profitable venture, they began to experiment with the fruit to make a candy like "Turkish Delight". They cooked up dozens of batches on the old stove in the family kitchen until the experiments finally yielded a delectable treat similar to the candy they remembered from their hometown.

EZRA MEEKER, famed pioneer and one of the first white men to journey West, visited Liberty Orchards factory in 1928 and is shown here sampling the famous Aplets & Cotlets . . . the Official Candy for Expo '74.

They gave the candy away as Christmas gifts and as presents for a church bazaar. The response from their neighbors and friends was enthusiastic. People asked for more candy and soon all spare time was spent in producing this new candy called "Aplets".

In 1920, Balaban and Tertsagian began selling Aplets through a local drug store and gave up the apple dehydration business to become full-time candy makers. Several years later, further experimentation with local fruit produced a candy made of apricots that was named "Cotlets".

The relatives of the two founders still participate in the management of Liberty

Orchards. The modern plant at Cashmere employs a regular staff of 20 to 30 people; the pre-Christmas rush season boosts employment to 50 or 55. More than one million boxes and two million bars of candy are produced yearly and sold in the West's finest department stores as well as drug stores, candy shops and, of course, fruit stands. Because they are made from pure fruit and without preservatives, Aplets and Cotlets have also become a popular item in health food stores and gourmet shops.

Aplets and Cotlets are now called the "non-chocolate alternative" because their natural taste and refreshing flavor have found favor among people who like candy but, for one reason or another, don't want chocolate.

Nothing could be more logical than the naming of Aplets and Cotlets as the "official candy" for Expo '74. Aplets and Cotlets have become a part of Northwest life both as a candy treat and as a popular gift for festive occasions. Among the best of locally-made products, they have been displayed and sold at many World's Fairs in the United States during the past forty years.

Cashmere, the home of these delicious fruit and nut candies, is located in the famous fruit-growing Wenatchee Valley of North Central Washington within a few hours drive of both Spokane and Seattle.

Guided tours of the Aplets and Cotlets plant in Cashmere are available daily except Saturdays, Sundays and Holidays from 8:00 a.m. to 4:45 p.m.

CITIES LOAN EXPO THEIR PARK BENCHES

Park benches from around the Pacific Northwest grace the site of EXPO '74, the 1974 World's Fair.

About 20 cities and communities from the states of Washington, Idaho and Montana, and the Canadian province of British Columbia, have loaned their park benches to the City of Spokane to provide rest areas on the 100 acres of the World's Fair.

Spokane Mayor David H. Rodgers sent letters to mayors throughout the Pacific Northwest at the beginning of the summer, inviting them to participate in EXPO '74 by loaning their benches to Spokane.

After the World's Fair, the benches will be returned with a plaque denoting use of them in EXPO '74, and the fairgrounds will be turned into a city park.

Planners of the fairgrounds estimate they will need 1,000 to 1,200 places to sit for the anticipated 4.8 million visitors. With an average of four persons to a bench, they figure they need about 300 benches.

Cities offering benches include so far: Eureka, Montana; Kennewick, Washington; Walla Walla, Washington; Sandpoint, Idaho; Priest River, Idaho; Northport, Washington; Coeur d'Alene, Idaho; Castlegar, British Columbia; Trail, B. C.; Fernie, B.C.; Royal City, Washington; Rosalia, Washington; Choteau, Montana; Ephrata, Washington; Yakima, Washington; Cheney, Washington; Moscow, Idaho; Columbia Falls, Montana; Wenatchee, Washington; and Nelson, B.C.

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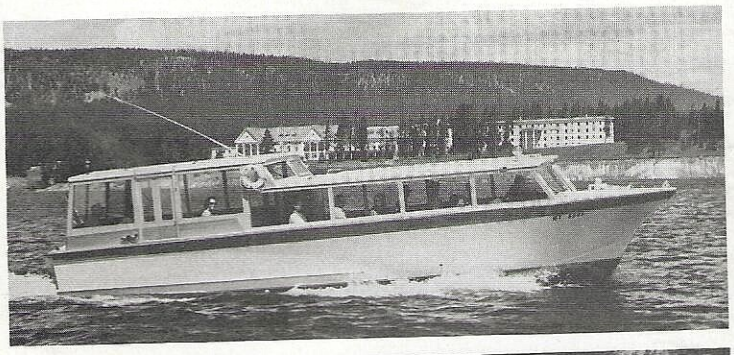
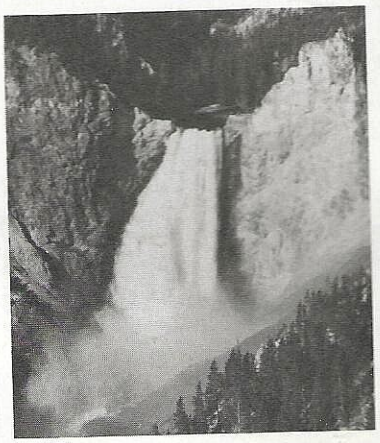
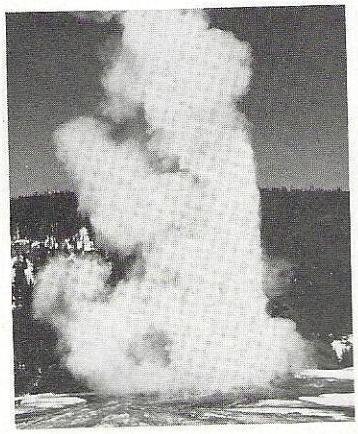
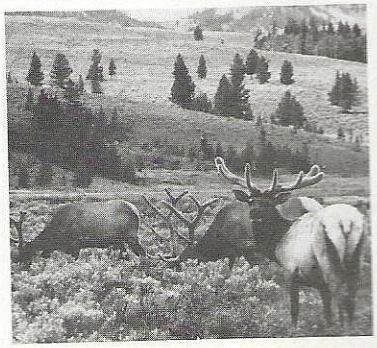
See the Yellowstone Display in the Montana Exhibit...

then see Yellowstone - only a scenic day's drive from Expo'74







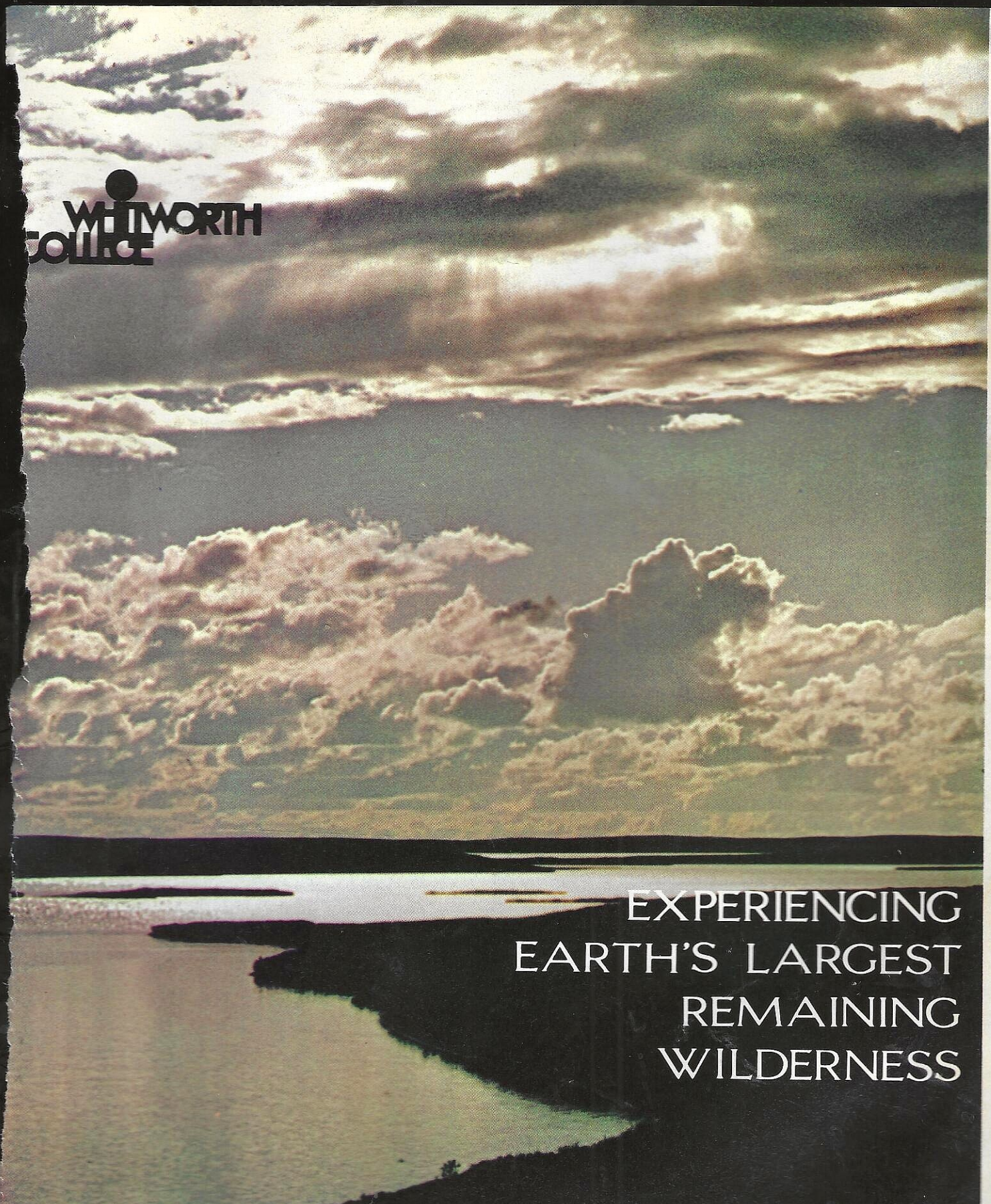


Stagecoach rides, horseback expeditions, scenic coach twilight excursions, a cruise on Yellowstone Lake – come back in time, to a good time. In Yellowstone you can stay in a fine hotel, rustic cabin or back-country camp. Accommodations for a complete vacation are here.

What can you see and do in Yellowstone?

To begin, Yellowstone has the largest collection of geysers on earth. You probably knew that. But did you know Yellowstone had a 24 mile long Grand Canyon? A waterfall higher than Niagara? A petrified forest? A lake with a 100 mile shoreline? You can ride, boat, fish, even take a backcountry pack trip by horse and boat into Yellowstone's wilderness. Relax in the serenity of Yellowstone's second century. You'll love the way it hasn't changed.

Your Yellowstone vacation begins with this free guide. 16 colorful pages of vacation adventures with helpful advice on travel and accommodations. Pick up a copy when you visit the Yellowstone Display at



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Only Whitworth College each summer offers students the incomparable experience of canoeing for six weeks through the Arctic Barrens (pictured here), the largest uninhabited land mass left on our planet. Tested by danger, discomfort, hard work and the quirks of nature, our students learn important lessons no classroom program can duplicate.

But our 1,400 students don't have to go all the way to the Arctic for valuable off-campus learning. Whitworth students also may select three other environments – the city (we emphasize San Francisco), rural America, and foreign cultures (Rome, Tokyo, Nairobi).

Our suburban campus in Spokane is geared to learning that prepares students not just for jobs, but for life. In an atmosphere of openness and freedom – tempered and enriched by our theme, Jesus Christ – students are helped to gain competence in emotional, physical and spiritual dimensions while attaining intellectual depth and breadth.

Discover Whitworth's leadership in liberal arts education for now and the future by visiting campus – just six miles north of Expo '74 – or write President Ed Lindaman for information about Whitworth College, Spokane, WA 99251.

Farmers plant for the fall. We plant for the 21st century.

Plant and harvest. Farmers have been doing it for centuries. Most sow in the spring, reap in the fall.

Potlatch people are farmers, too—tree farmers. But our crop interval is much longer. So long, in fact, that many people have never thought of timber as a crop.

But wood *is* a renewable resource. Potlatch people provide for ample future harvests by practicing careful forest management on 1,300,000 acres of timber lands owned by the company. We exercise the same kind of care and concern on our forests that any good farmer lavishes on his crops and land.

In Idaho, Potlatch foresters are leading the research effort in control of the pine bark beetle. In Minnesota, where natural seeding can't always be depended upon to quickly renew the forests, we plant an average of 1,000,000 trees annually.

Today there are healthy new forests growing on Potlatch land in the cedar, pine and fir country of Idaho, the aspen and northern pine stands of Minnesota, and the southern pine and hardwood regions of Arkansas.

While these forests are maturing, they are usually open to the public for recreation. Then, after 40, 50 or even 80 years, we harvest our crop. That's a long time to wait for return on investment, but Potlatch people believe good forest management is good sense and good business—both for today's shareholders and for future generations who will benefit tomorrow from the harvest of the trees we're planting today.

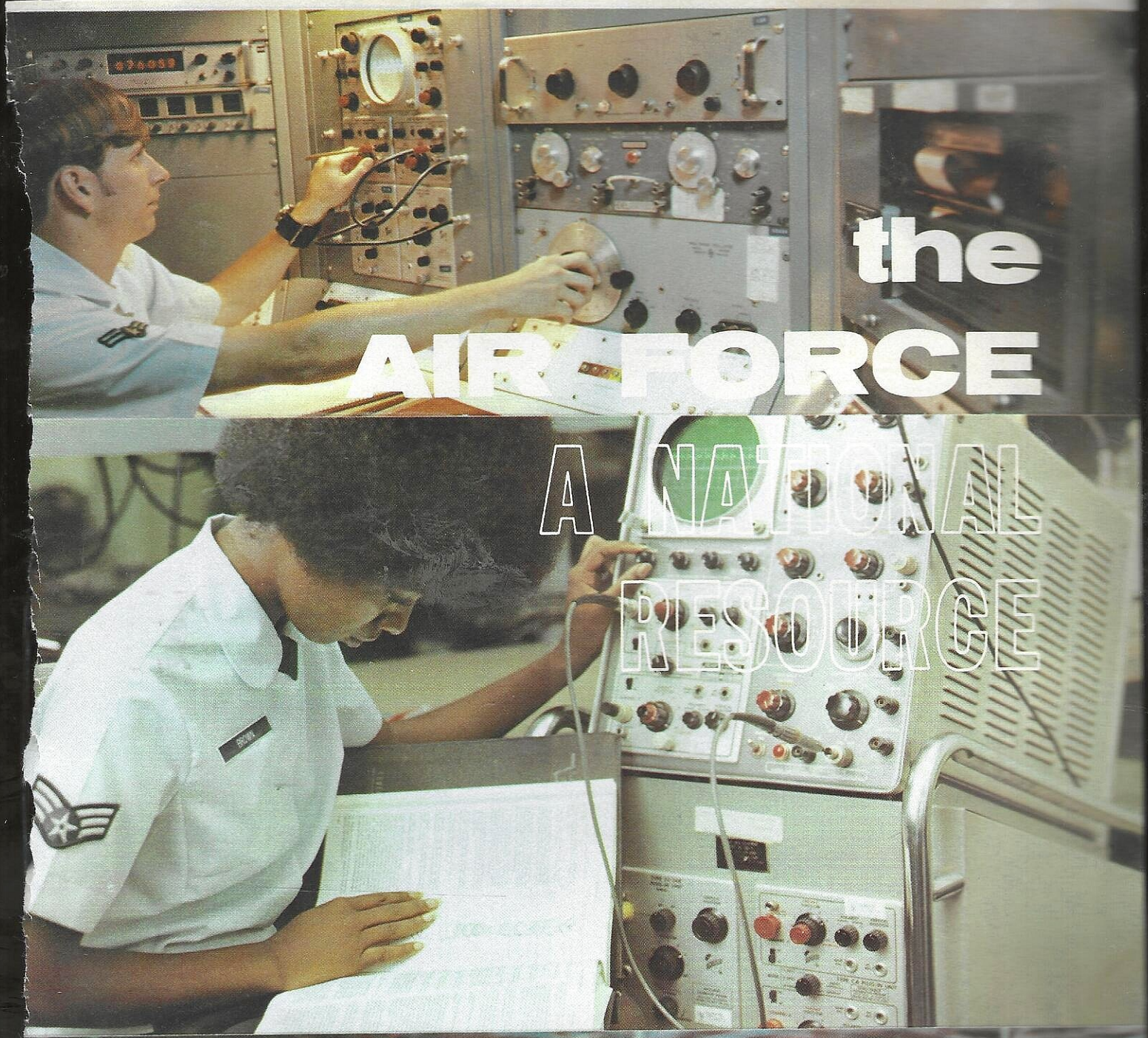
Good forest management is good for wildlife, too. Write for our Idaho Wildlife brochure.

Potlatch People Mean Business

Potlatch

Potlatch Corporation
P. O. Box 3591
San Francisco, California 94119

Tree planting in Minnesota.



the AIR FORCE A NATIONAL RESOURCE

SEARCHING FOR TOMORROW'S CLASSROOMS

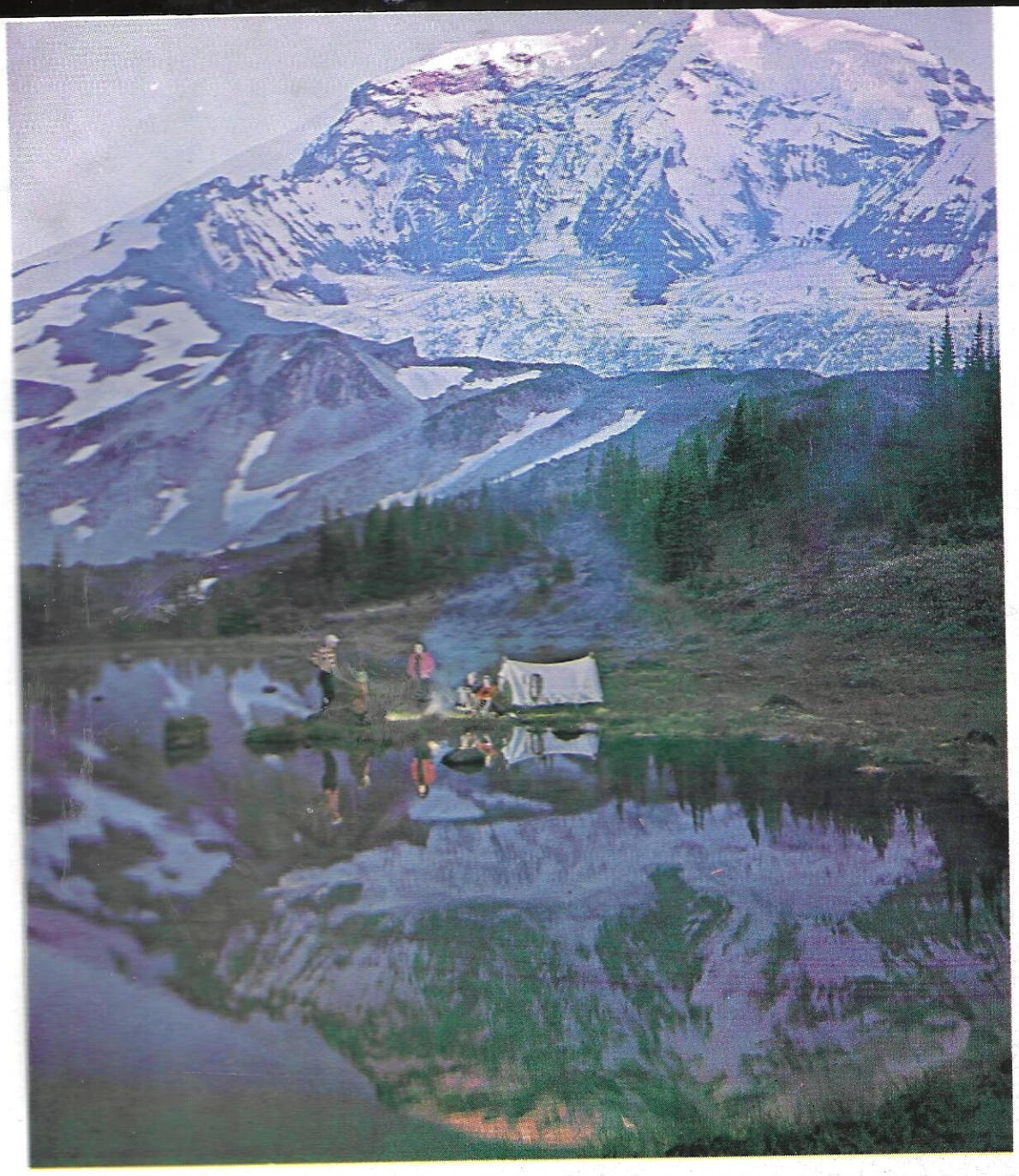
Student information terminals. Minicomputers for individualized instruction. Plasma display panels. Computerized instruction logic. Audio-visual microfiche. Computer-controlled information television.

Classrooms of the future?

Perhaps. Perhaps not. The key is whether or not they work for people. And the Air Force is finding out through research. Because people are the key to the Air Force. People who can think, manage others, use sophisticated equipment.

The Air Force operates one of the most advanced technical programs in the nation . . . the world. And more than 80 percent of the skills learned through this program have civilian application. Each year, these skills find their way back into society when thousands of young men and women leave the Air Force. Trained. Ready to enter the job market; to go to work. An asset to the economy, the community. A return for the taxpayer.

These are just a few reasons why the Air Force is a national resource; why quality is an Air Force standard; why the Air Force initiated a Community College — why it's the best Air Force in the world.



KNOW THE LAND AND THE PEOPLE . . .
your camera will help

Kodak film. For Expo '74
and the times of your life

NEED HELP? LOOK FOR A BOY SCOUT

Everywhere you look during the Expo '74 World's Fair you see a Boy Scout just dying to help you.

Troops from all over the Pacific Northwest are rotating week-long stays throughout the six-month fair. The lads serve as messengers, tour guides and general helpers.

They raise and lower the flags that flutter all over the 100-acre fairgrounds.

And, in their best traditions, they even help old ladies across streets.

The Boy Scouts are set up in a tent city along the banks of the Spokane River, which flows right through the downtown fairgrounds.

The project is being coordinated by Robert Soper, Expo community affairs manager, and Robert Lamott, director of the Inland Empire Boy Scout Council in Spokane.

CLERGY AVAILABLE DAILY AT EXPO '74

A special service on the Expo '74 grounds each day during the fair is the program called Chaplains of the Day. Rabbis, priests and ministers, whose names will be drawn from a list of volunteers, will be available for your need.

The clergymen will be on hand from 10 a.m. to 10 p.m. to aid visitors in dealing with family or personal problems that might develop while they are in Spokane.

The clergy will have an office and counseling room in Expo headquarters right on the fairgrounds.

The idea for the Chaplains of the Day program grew out of a similar program operated by clergymen of San Antonio, Texas, during the HemisFair there in 1968.

"We certainly are grateful to clergy of Spokane," said Petr L. Spurney, Expo '74 general manager. "And we know visitors will appreciate their being here."

KAISER ALUMINUM

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SPOKANE AND ITS CONSTRUCTION BOOM COINCIDES WITH EXPO '74

What does a World's Fair do for a city it's located in? Spokane is experiencing a construction boom unequalled since the years immediately after a tragic fire which destructed the town in 1889.

Of course, the most visable project is the development of the 1974 World's Fair site along the banks of the Spokane River. Ironically, Expo '74 is built around the same spot . . . on Crystal Island . . . where the original town fathers built the water pump house that failed during the fire of 1889.

This same area again is instrumental in determining the future of Spokane.

During three years of development and operation of Expo '74, 1972-73 and 74, capital investment in Spokane will exceed $300 million. Development of the Fair itself accounts for $76.6 million.

The city of Spokane is spending $5.7 million to build a city park which will provide the grounds for the Fair. The State of Washington invested $11.9 million, with the Washington State Pavilion a permanent facility that will become a convention center and Opera house.

The United States is spending $11.5 million as a participant including the U.S. Pavilion . . . another permanent facility.

One of the most significant developments for the convention industry following Expo will be the Sheraton Hotel, a 16-story, 400 room hotel to be built next to the Washington State Pavilion. Time was too short to complete this for the Fair, but the hotel is expected to play a major role in attracting large conventions to the city in the future.

At the present time, Spokane averages nearly $6 million annually in the convention business. This should rise to a minimum of $10 million with the new hotel and the State Pavilion which will accommodate 4,000 people.

Hoping to add to the convention industry, several other new motels and renovated hotels will help Spokane gain its rightful place as a convention center.

But construction and expansion extends beyond the convention trades. Two new office towers, each an $8 million project . . . the 14-story Washington Trust Bank building, and the 16-story Washington Mutual Bank building . . . now add to the skyline.

Downtown retail services are also being expanded: The Crescent, a division of Marshal Field of Chicago, has recently opened a $2 million addition to their downtown store. J. C. Penney Company has opened a new downtown store, and Nordstrom's of Seattle, moved into the vacated Penney Building after remodeling it.

Throughout the metropolitan area, industry is showing faith in Spokane's future. Two new industrial parks, totalling investments of $7 million, are under construction . . . and Kaiser Aluminum & Chemical Corporation is involved in a $15 million environmental control installation for the two Spokane plants.

Another project, which was vital to the early Expo '74 plans, was the redevelopment program of Burlington Northern Railroad. This included a completed trestle system from the west, and a $31 million freight classification yard east of Spokane.

Burlington Northern joined Spokane's two other major railroads . . . The Milwaukee Road and Union Pacific . . . in donating to the City about 20 acres of land along the river on Havermale Island . . . the site of Expo.

Other projects include:

— A $35 million expansion of Sacred Heart Medical Center, expansion of both Deaconess and Holy Family Hospitals, and a completely new facility for St. Luke's Hospital, which moved downtown from a west Spokane location.

— A $3.5 million high-rise apartment building overlooking the World's Fair. Called Expo Towers, the facility will provide moderately priced apartments for elderly and fixed-income center-city dwellers.

— Another high-rise apartment building. West of the Fairgrounds but still in the central area, the facility will provide luxury

living overlooking the river gorge downriver from the falls and fairgrounds.

— A 10-story parking garage across the street from the World's Fair, spanning Post Street with parking for 750 cars.

— A $2 million street beautification project, conceived of and financed by downtown property owners through a local improvement district (LID). The project will provide new street furniture (benches, sidewalk planters, litter receptacles) and more than 500 trees to be planted along downtown streets.

Not all of these projects, to be sure, can be directly attributed to the World's Fair. But the timing of them certainly can. The coming of a major world event, the millions of visitors who attend, the excited attitudes of the Spokane people themselves, as well as the future potential of a city that held a World's Fair — all of these factors together make Spokane a good investment. Return on that investment will last through many years, as Spokane becomes known as a tourist destination and a convention center.

Spokane is looking at an influx of $37,813,000 in new money as a direct result of Expo '74. Economic Research Associates, an economic consulting firm in Los Angeles, prepared the original feasibility study for the World's Fair, and in their report they looked at where the money will come from: New payroll — $13,562,000. Purchase of materials, supplies and services — $14,251,000. Visitor expenditures — $10,000,000. In addition, ERA goes on to say, that new spending will in itself generate additional tax revenue for the Spokane area and the State of Washington. Since any new money introduced to the area is respent many times ERA says, this figure can be multiplied by three, which means an economic impact on Spokane of about $115 million, and the state as a whole an impact of $125 million.

"Added to this," ERA says, "will be a residual economic impact, produced by the Fair's stimulus to tourism in the state over a period of time, with the further new money this will generate, along with expansion of the state tourist industry itself."

And, like any good investment which offers a good return, Spokane is finding many investors willing to join the development efforts. Like the early influences, the people of modern day Spokane are changing the face of their city, looking to the future.

EXPO FEATURES HOMETOWN FLOWERS

It isn't often that hometown horticulturists get to plunk their collective green thumb down in an international spotlight, and the chance isn't being missed here.

Expo '74 visitors are being treated at every turn to boxes in the hexagonal shape of the Expo emblem filled with flowers raised by Spokane florists, nurserymen and just plain folks who like to coax geraniums, rhododendrons, snapdragons, pansies and petunias along in their own back yards.

Not that the Lilac City's flowers are without renown far beyond Washington State's borders. Spokane's float, "Happiness is a World's Fair," won the Queen's Trophy at this year's Rose Parade.

But the city's numerous garden clubs, civic organizations, florists, nurserymen and private citizens decided a World's Fair is an excellent time to show their prize blossoms on home turf.

There are flowers galore here throughout the fair, greeting visitors at entrances and blending into nearly every exhibit. After the fair is over, the Parks Department will place the hexagonal boxes throughout the city as a permanent reminder of Expo '74.

WHAT'S THE EXPO SYMBOL?

The Expo '74 symbol is an adaptation to a flat plane of the "Mobius Strip," a three dimensional form which has only one side and therefore has no definable beginning or end. It is continuous. The symbol thus expresses the continuity of life. The colors are significant: white expresses the cleanliness of fresh air; blue stands for purity of clean water; and green represents the unspoiled beauty of growing plants and trees.

WORLD FAIR CITY SAVES LANDMARK

The old tower clock, like that of many an American city, seemed destined never to run again.

It was a city landmark. For more than 70 years it had kept the time from the top of a 155-foot tower overlooking the railroad yards that had helped build Spokane into the hub of the Pacific Northwest's Inland Empire.

Last year vandals wrecked it — apparently forever. They stole cogs and other parts that hadn't been manufactured for decades, and poked an iron bar into the mechanism and wrenched it seemingly beyond repair.

But the old clock will tell the correct time from the tower again during Expo '74. Students at Spokane Community College and handymen from the city building maintenance department have it running already.

Cog wheels and other stolen parts were remade in machine shops at the college and the maintenance department. Students and maintenance men also straightened the pendulum arm and fashioned aluminum hands to replace the old wooden ones.

"You see old clocks like this in a lot of cities," said George Gerdo, Spokane's building maintenance superintendent. "I guess people figure once they're broken, they're finished for good.

"We thought so, too, until we decided to have a try at getting it running in time for Expo. Turned out it wasn't too big a job after all."

CONSTANT ENTERTAINMENT BY 13,000 ENTERTAINERS

Expo offers you a multitude of outstanding professional entertainers, some of them the top stars in the world . . . but for your constant enjoyment you'll notice a wide assortment of non-paid entertainment.

Actually there are nearly 13,000 non-paid entertainers in all who are donating their talents for Expo '74. These groups are from all over the United States and Canada.

For example you'll hear "The Great Corvallis Original One and Only International Recycling Band" . . . a 25 member group of mostly senior citizens who play instruments made mostly of recycled materials. They include a toilet seat, a gut bucket and spoons, all in mood with the theme of Expo, environment.

Entertainers include high school bands, college choirs, madrigal singers, solo pianists, civic ballets, jazz bands and many others. Performances are given at the International Amphitheatre.

TREES, TREES, TREES

Everywhere you look on Expo '74 you'll see trees . . . lots of 'em. Douglas firs, Scotch Pines, Ponderosa Pines, London planetrees, red maples, eastern hemlocks and Washington hawthornes. In all, about 2,500 trees in 23 different varieties.

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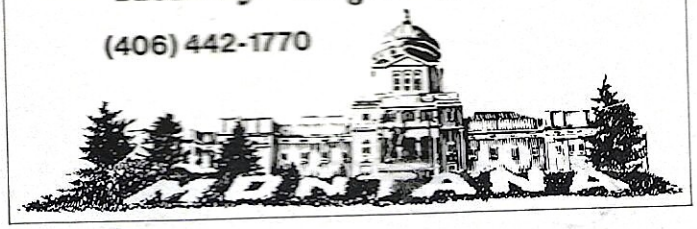

Visit Montana

Enjoy

Montana BEEF

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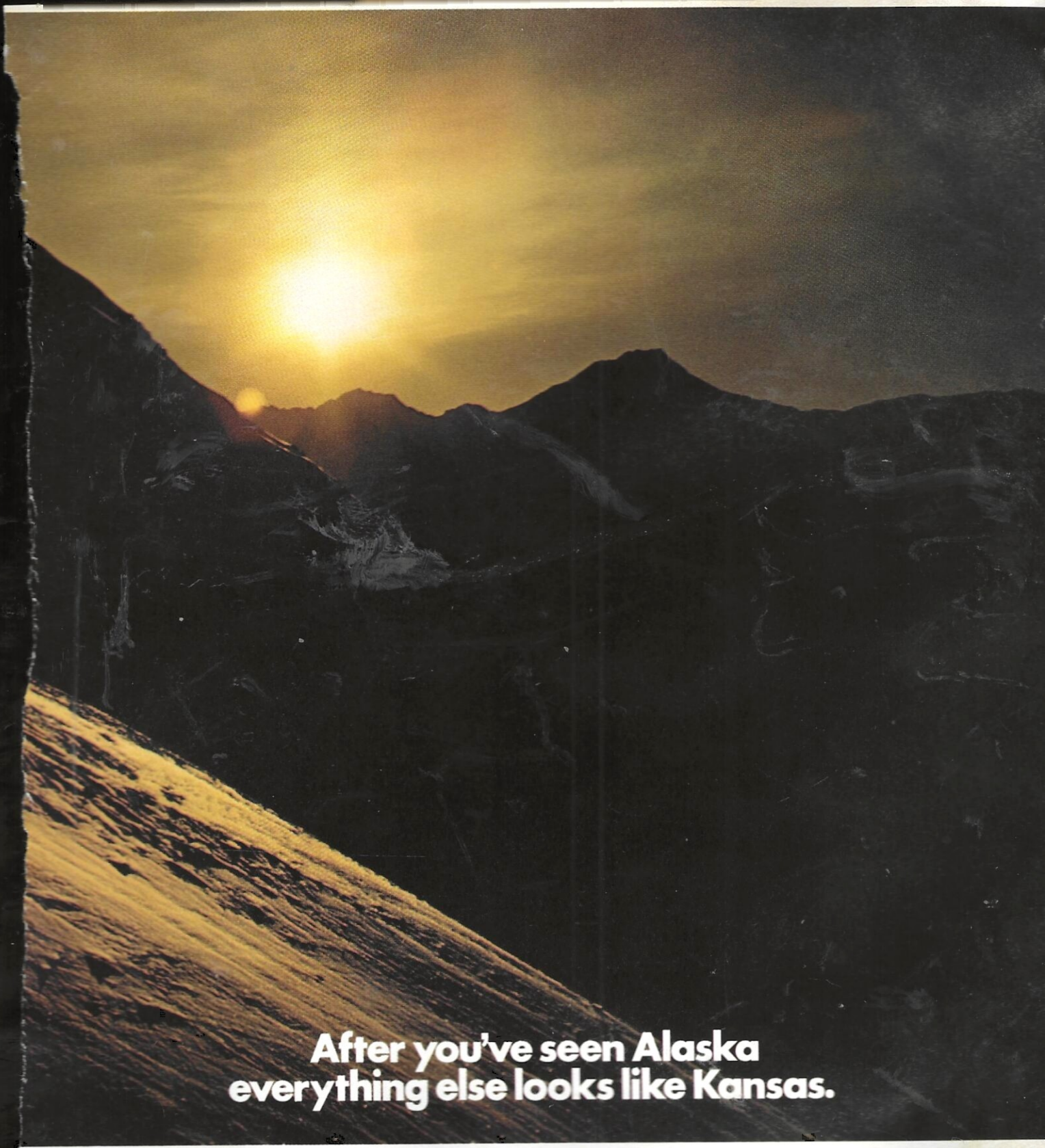

After you've seen Alaska everything else looks like Kansas.

Now that you've seen Expo's brave w world, take a look at America's last ontier.

You can poke around in the wilderness here it's 1845 forever. Pan for gold. Fish secret spot where the salmon are thicker an cars on the Los Angeles Freeway. Or whoop it up in a frontier saloon just like Jack London did.

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To find out about our out-of-this-world tours and the great things you can do when you get there, flight schedules, and connections, see a Spokane travel agent. Hughes Airwest. Or call Alaska Airlines: (206) 433-3100, Seattle.

Nobody knows Alaska like Alaska knows Alaska.

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Just because you eat out doesn't mean you have to eat *outside,* on those hard benches...or in your car. And if you take the food home, you still have the serving and the cleaning up up to do.

Instead, bring the family into your nearby Sambo's Restaurant, where you always sit down to comfort and fast, friendly service. And variety. Our menu has over 100 tasty items to choose from.

So remember, whatever the meal, breakfast, lunch, dinner or in-between...Sambo's is the enjoyable place to eat out. In!

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You are invited to visit the campus located on the north bank of the Spokane River. We will be pleased and proud to give you a conducted tour. For complete information, phone 328-4220 or visit the Administration Building.

Rev. Richard E. Twohy, S.J.
President, Gonzaga University

Harry F. Magnuson
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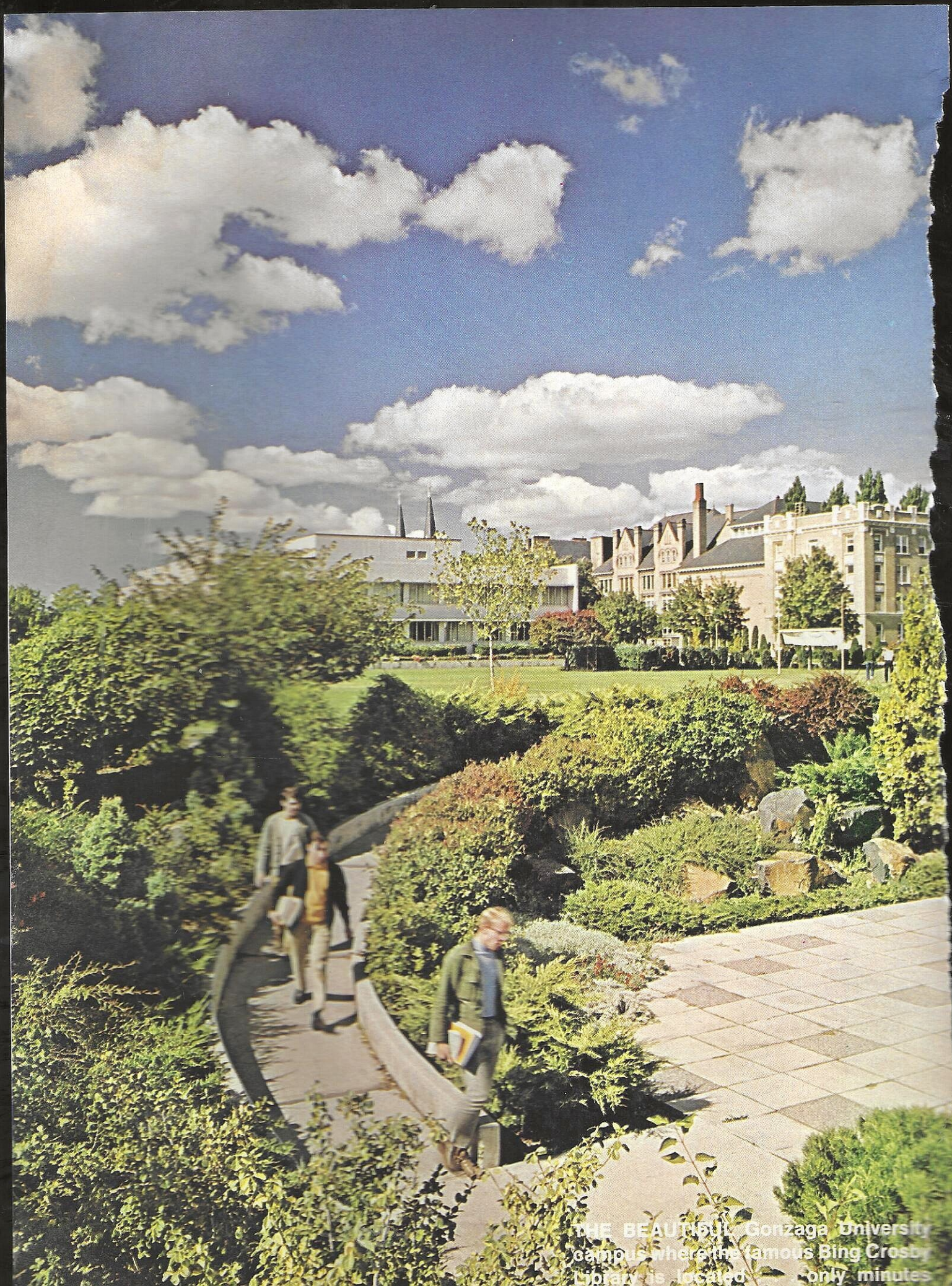
THE BEAUTIFUL Gonzaga University
campus where the famous Bing Crosby
Library is located only minutes

DON'T MISS THE CROSBY LIBRARY WHILE YOU'RE HERE

Just east of the Expo '74 grounds lies the 60-acre campus of Gonzaga University, where a great many of the performers and guests at Expo will be housed during their stay in Spokane.

Founded in 1887 by some of the earliest Jesuit fathers who came to the Pacific Northwest, Gonzaga now has nearly 3,000 students and its beautiful, landscaped campus along the banks of the Spokane River has 31 major buildings.

One building you will want to visit at Gonzaga while you are in Spokane for Expo is the Crosby Library, a gift from Harry L. (Bing) Crosby, who attended Gonzaga as a youth. The Crosbyana Room on the second floor of the library building features all of Bing's Oscars, gold records, sheet music and a complete collection of every record he ever made. There are many other items of Crosby memorabilia well worth seeing. The Crosbyana Room is visited by hundreds of tourists during the summer months even without a world's fair.

Gonzaga's athletic teams compete in the Big Sky Conference (NCAA). The university has the largest law school in the State of Washington (803 students) and offers law students both day and evening programs. Gonzaga also has a School of Engineering, a School of Education, a School of Business Administration and a Graduate School. A great many Gonzaga graduates, who will be returning to Spokane to visit Expo, plan to relive their undergraduate days by staying in campus facilities while they tour Expo.

The twin towers of St. Aloysius Church, long a landmark of the Gonzaga campus, can be seen from many points on the Expo grounds.

A HEAVY EXHIBIT

The Russian exhibit in Expo '74 weighs 1,000 tons and cost $300,000 to send it here. The material came from Leningrad. Total cost of the exhibit is approximately $2 million.

EXPO FLAG ATOP KILIMANJARO

High atop Africa's Mt. Kilimanjaro a tiny Expo '74 World's Fair flag flutters in the thin, frigid air.

Thomas C. Garrett, a vice president of Lincoln Savings & Loan Association of Spokane, put it there himself during a 1973 climbing expedition in Kenya with friends.

Mt. Kilimanjaro is actually two peaks — Gilman at 18,635 feet and Uhuru at 19,930 feet. Garrett put the Expo pennant on Uhuru.

Not many will see the Expo '74 flag on Kilimanjaro but the people in Spokane have let no opportunity pass to tell the world about their fair.

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World's Fair
Spokane, USA
May-Oct., 1974

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EXPLORE A GHOST TOWN WHILE AT EXPO '74

Ghost towns are a trademark of the West and each summer dozens of adventuresome vacationers take the time to detour off the Interstate routes and explore these frontier relics. Some, like southwestern Idaho's Silver City and Montana's Virginia City, are well-known tourist destinations; hundreds of others are so obscure it takes a detailed map and a good guidebook to find them.

Northern Idaho boasts a number of these decaying towns that boomed and died around the gold and silver rushes of the 1880's. Several are true ghosts with nothing remaining but sagging false front buildings and collapsing mines. Others, still harbor a spark of life centered around a few remaining businesses and tenacious residents.

Vistors to Expo '74, the Spokane World's Fair, pass within hailing distance of five of them on one of the main highway routes to the Fair. All of them are within 50 miles (less than an hour's drive) of Spokane. Gem, Eagle, Murray, Prichard and Burke, Idaho, lie in the heart of the famous Coeur d'Alene mining district off Interstate 90.

The Coeur d'Alene mining district is still very much alive. Three of the four leading silver producing mines in the country are located here and the district accounts for nearly half of the nation's annual silver output as well as thousands of tons of lead and zinc. Annual metals production exceeds $70 million.

An easy loop drive visiting the best of the ghosts leaves I-90 at Kingston and returns to it at Wallace. Twenty-two miles up the Coeur d'Alene River from Kingston you arrive at the mouth of Pritchard Creek and the tiny community of Pritchard. It was here A. J. Pritchard struck gold in 1883 setting off the mining boom that spread through the Coeur d'Alenes.

Two miles beyond, a few dilapidated houses mark the town of Eagle at the mouth of Eagle Creek. Eagle boomed in 1883 and just as swiftly died. Soon after the discovery on Pritchard Creek, word reached Spokane (at that time called Spokane Falls) and by December 2000 men were camped at Eagle City. Wyatt Earp, of Tombstone fame, was one of them; he and his brother operated the White Elephant Saloon in a tent near the mouth of Eagle Creek.

Between Eagle and Murray (four miles), you pass huge piles of gravel along the creek, the remains of dredging operations during the gold rush years. Amateur gold panners still find flakes of gold among the black sands and any summer day is likely to find several vacationing families hunkered down beside the stream looking for a little "color" in their gold pans.

Murray is a quiet little town now with a couple of new homes. In the late 1880's it was the heart of the gold mining region and a town of over 10,000 had sprung up as early as the spring of 1884. Main street was a half mile in length and was lined with theaters, schools, all types of business houses and even a newspaper. Murray was the largest town in the area and became county seat for Shoshone County in 1885. It remained so untill 1898 when the newer towns in the silver belt over the hill had outgrown the old gold town and the county seat was moved to Wallace.

Murray was a raw mining town in 1884. A lot of whiskey was consumed and more than one mining claim changed hands over a poker table. Bill Stoll, a lawyer that followed the prospectors to Eagle City and Murray, reported that homicides in Murray averaged nearly one a week during those first months of 1884.

Another group of cabins was set off from the others against the bluff of the hill. A red lantern hung from the doorway of each cabin and it was there the girls plied their trade. Perhaps the most famous of these women was one known simply as Molly b'Dam. A beautiful and outwardly re-

fined woman, her popularity was unrivaled. When she died in 1888 at the age of 35 the entire town closed in mourning and a procession of hundreds traveled to the cemetery to pay their final respects.

The cemetery remains with Molly b'Dam's grave marked and also the graves of numerous other early day Murray residents. A small museum in the back of a local saloon also contains many items from the late 1800's including the original wooden grave marker of Molly b'Dam.

The old courthouse still stands although it's now a saloon. This building housed one of the most important trials in the history of mining. It was here that ownership of the Bunker Hill mine was argued. Two men, Cooper and Peck, had given Noah Kellogg an $18.50 grubstake of food and supplies plus a jackass and were to receive half ownership in anything that Kellogg found. Kellogg and the jackass were to locate and stake the Bunker Hill, but was it while he was grubstaked by Cooper and Peck or was it later? Kellogg claimed later! Cooper and Peck claimed otherwise! The jury decided in favor of Noah Kellogg but the judge later reversed that decision and was upheld by the State Supreme Court, thus giving Cooper and Peck half interest in one of the nation's richest silver mines!

Gold is still being found in Murray. Several shafts have been sunk in the past year. The most famous of those is one that descends from the bedroom floor of an old building owned by Chris Christopherson. He has taken many small nuggets but last July 24 he came up with one weighing 8 ounces. As he says, "the celebration lasted four days!" Publicity has resulted in visitors from every state and fifteen foreign countries to the "bedroom goldmine."

The road past the cemetery leads over Kings Pass and down to Beaver Creek. From there a paved road leads over Dobson Pass, down Ninemile Creek past a couple of mines, and into Wallace.

Wallace was nearly leveled by fire in 1890 but the town was immediately rebuilt. Today it is a thriving community of 2500 persons but still retains the atmosphere of an old mining town. A modern mining museum sits in the middle of town and contains photos and artifacts dating back to the late 1800's Visitors can also obtain information here about tours of active mines in the vicinity.

An interesting side trip from Wallace leads up Canyon Creek through the remains of Gem and Burke, towns that were in their heyday in the late 1880's and 1890's. It was the Tiger Mine in Burke that was the first important lead-silver discovery in the Coeur d'Alenes. The Tiger was first located in May of 1884.

Problems between union men and mine owners came to a head in Gem in July of 1892 when the Frisco Mine was dynamited and armed fighting broke out at the Gem Mine. Within two days six men lay dead and at least another dozen were wounded. Martial law was declared and within two days U.S. troops began arriving to take charge.

Gem is nearly gone and much of Burke has been destroyed although remains of the mines and a few buildings still stand. Burke was made famous by Ripley's "Believe It or Not" articles because the canyon was so narrow the railroad track and highway went through the Tiger Hotel and Canyon Creek flowed under it! The track remains but the hotel was destroyed by fire a few years ago.

Another short side trip from Wallace would lead to Mullan and its mines just beyond. Mullan is an active town today but traces its history back to the 1870's when it was the site for a way-station along the Mullan Trail and known then as Nigger Prairie. The Morning Mine was the first big mine in Mullan. Today one of the nation's top silver producers, the Lucky Friday, lies on the town's outskirts.

Mining activity can be found in virtually all the side canyons of the Coeur d'Alene River's South Fork, but perhaps the old mine buildings on Pine Creek beyond Pinehurst hold as much scenic interest and subjects for photographers as any. A short sidetrip of four or five miles from Interstate 90 leads to these photogenic mines.

SOVIET RESTAURANT

A Soviet Restaurant, located in the USSR Pavilion, will serve food in styles of the 15 Soviet Republics.

ENVIRONMENT MORE THAN BUBBLING BROOKS

When environment was chosen as the theme for the 1974 World's Fair, the people of Spokane, Washington, didn't realize what they were getting into.

Environment, they reasoned, is a popular topic that should draw quite a crowd. They envisioned a few exhibits extolling the great outdoors, some recreational vehicles and perhaps a travelogue of bounding deer and daisy fields. A brief statement on conservation would satisfy demands of the theme "Celebrating Tomorrow's Fresh, New Environment."

But wait a minute, cried the environmentalists.

How can you hold such a World's Fair on a polluted river (the Spokane), in the center of a slum (Skid Road), and in a downtown core that is already congested with automobiles and carbon monxide?

By now the Spokanites were beginning to see what they had gotten themselves into.

Amazingly enough, they neither backed away from their theme nor did they brush aside the critics. Instead, they commissioned the critics to do an in-depth study of the plans and write an Environmental Impact Statement. Even more amazing, they adopted the statement as a planning guide, despite the unflattering scrutiny it gave to some sacred cows.

All of the problems of a metropolitan community were suddenly exposed in black and white, for all the world to see. But after the initial shock of having to admit to less than perfection, the community started to follow the statement's recommendations. Besides the problems, the lengthy document looked at alternatives, which could actually provide a beginning for some positive, long-range programs.

Probably the single most visible effect of the Fair is on the ground itself. Expo '74 is on a 100-acre section of old railroad yards. There were some old warehouses, a motel and a laundry nearly as old as Spokane. Running the length of the central business district was a steel and concrete trestle system, effectively cutting the riverfront off from the people.

Ironically, that area is also the most spectacular stretch of waterway on the entire 109-mile river. The water breaks into a series of rapids just as it rounds Havermale Island, then it starts a roaring drop through the upper falls. After a brief leveling stretch, the river plunges over the main waterfalls, for a total drop as great as Niagara.

With the development of a World's Fair, the land is being returned to public use. The three railroads (The Milwaukee Road, Union Pacific and Burlington Northern) gave the city about 20 acres of island and south riverbank. After the Fair, the temporary pavilions will be relocated and the area turned into a city park. A few structures will remain, but they will be primarily people oriented. The Washington State Pavilion will become a civic and convention center, with its 2,700-seat Opera House and huge exhibits space. An outdoor amphitheater will remain on the eastern tip of the island, where 1,800 people can sit under the stars and trees for an evening concert.

The net effect of all this, of course, is to make Spokane a more attractive place, to boost the pride of Spokanites in their city, and to be sure, improve the visual environment.

BRING YOUR TRAILER?

If you came to Expo by recreational vehicle or pulled a trailer, you'll enjoy the surrounding area. Within one hour's drive of Spokane are 7,000 campsites with RV hookups. There are 76 lakes within 50 miles of Expo and within a day's drive there are 12 national parks and 15 national forests.

MERCURY

Power to do the thing you really want in 1974.

Meet the 1974 lineup of Mercury outboards. A full range of outboard power from the world leader in marine propulsion. With over 100 improvements and refinements this year to give you better performance than any other outboard power. From the 150-hp Merc 1500, the most powerful production outboard you can buy, to the Merc 40, the most fully-equipped 4 hp on the water. There are 10 Mercury models to choose from. And each one is engineered to give you the power to do the things you really want. It's all waiting for you at your Mercury dealer. While you're there, get your copy of the 1974 Mercury outboard catalog.

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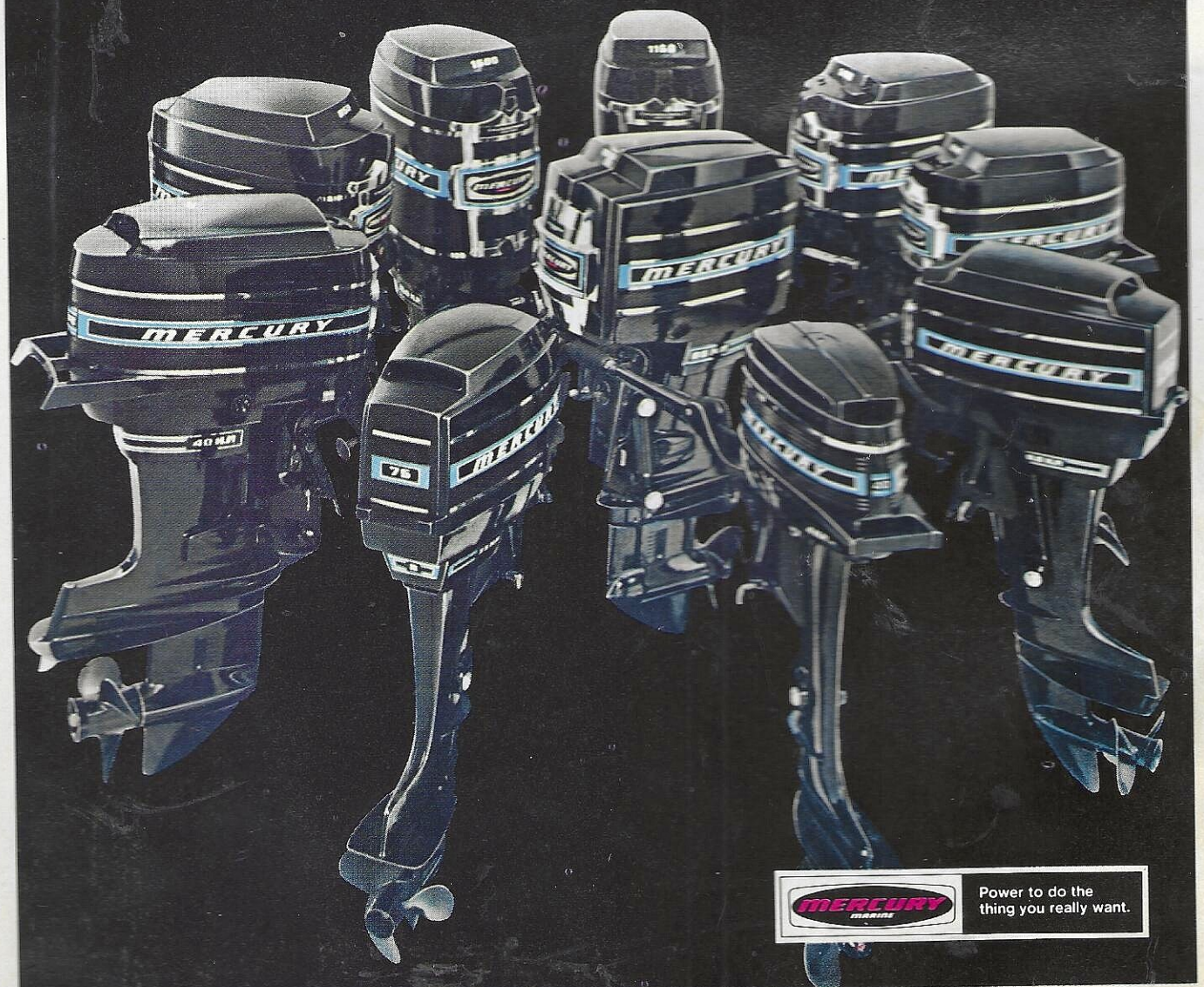
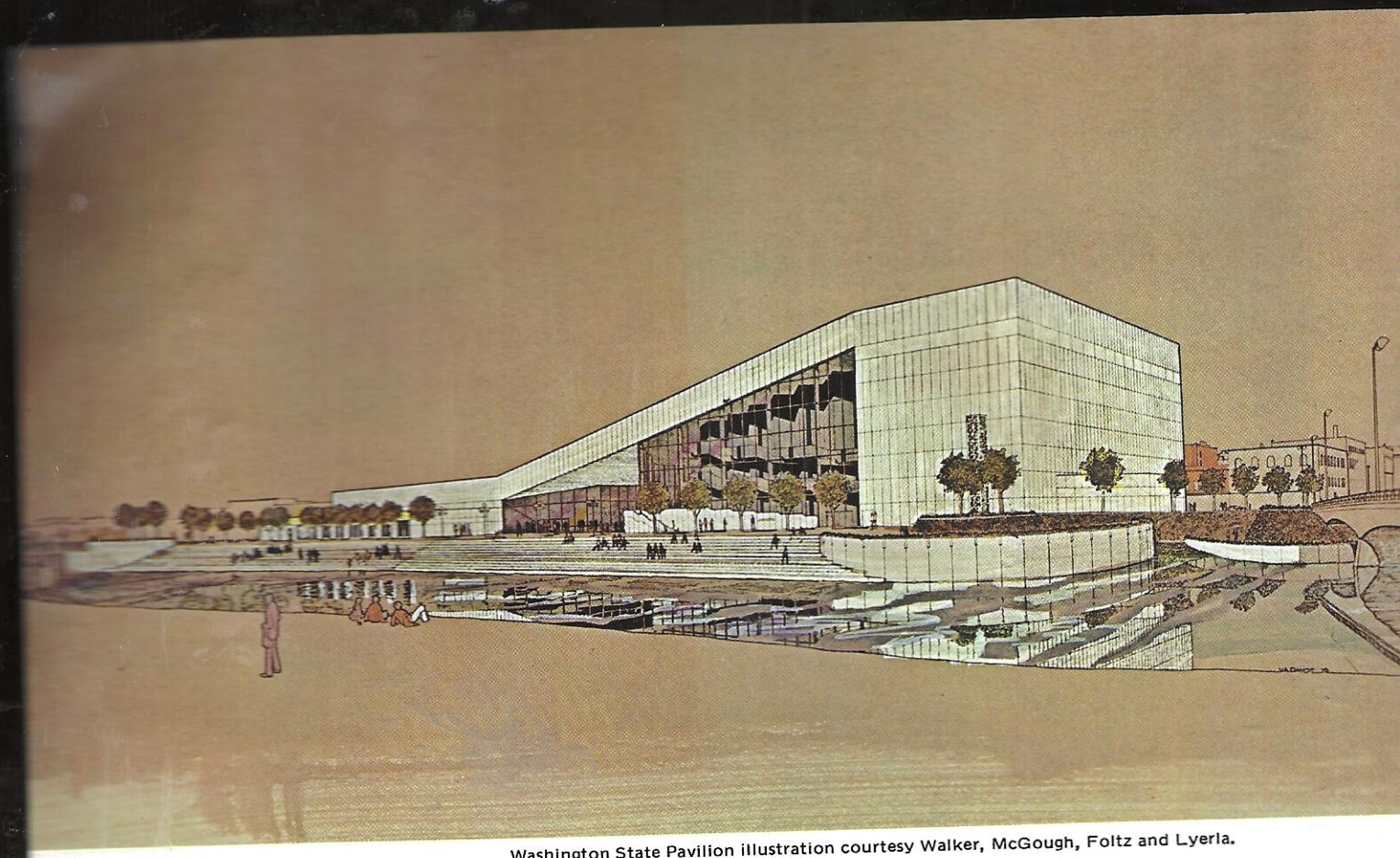
Get one of these 1974 Mercury outboards: 4, 7.5, 9.8, 20, 40, 50, 65, 85, 115, 150 hp. For nearest Mercury dealer, see the Yellow Pages under "Outboard Motors." Mercury Marine/Division of Brunswick Corporation, Fond du Lac, Wisconsin/Canada/Australia/Belgium



MERCURY MARINE Power to do the thing you really want.



Washington State Pavilion illustration courtesy Walker, McGough, Foltz and Lyerla.

See the great art exhibit at the World's Fair

in the Washington State Pavilion

The title of this magnificent art exhibit on an environmental theme is "Our Land, Our Sky, Our Water." The exhibit is divided into 19 categories with paintings by world-famous American and Canadian artists. You will see masterpieces by Winslow Homer, Andrew Wyeth, Edward Hopper, Frederick Remington, Charles Russell, John James Audubon, George Inness, Georgia O'Keeffe, Childe Hassam, Maxfield Parrish and many other distinguished artists. This inspiring collection brings new cultural enrichment to the World's Fair and the Spokane area. Seattle-First National Bank is sponsoring the art exhibit in an effort to provide a new dimension in the lives of all who attend Expo '74.

Seattle-First invites you to view the art exhibit and hopes you'll derive inspiration and pleasure from this rare collection of masterpieces. People, their problems and their joys are always of first concern at Seattle-First National Bank, growing with the state since 1870.

SEATTLE-FIRST NATIONAL BANK

MEMBER F D I C

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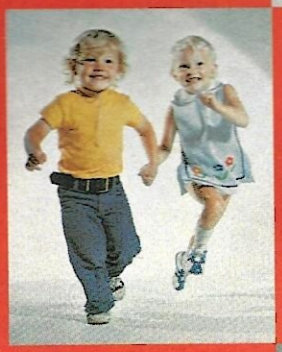
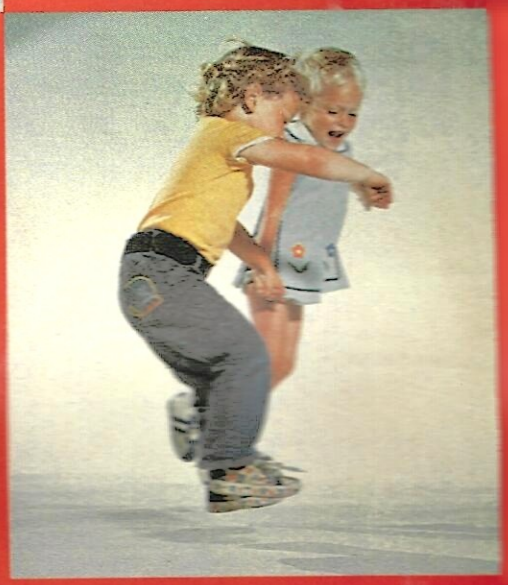
It's only a hop,



skip

and a jump



to Alberta's RCMP Centennial Celebrations.

When you've done the World's Fair, head north to the most colorful birthday ever. Pageantry that will send shivers through your timbers.

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THINGS TO SEE . . . AND DO AROUND SPOKANE

Spokane is fortunately situated on the demarcation line dividing two distinctly different types of topography, climate, scenery, and recreation potential. To the west and south lie the vast open spaces of central and eastern Washington. Dry rolling wheat country for the most part, this area also includes the irrigated farmlands of the Columbia Basin, the spectacular Grand Coulee country, and its 150-mile Roosevelt Lake, and to the south, Palouse country and the awesome gorge of the Snake River — Hell's Canyon.

Within a dozen miles of Spokane, to the north and to the east, semi-arid plateau gives way to heavy Ponderosa forests, rugged mountains, and hundreds of pristine lakes. Within 50 miles of the city, some 76 lakes offer excellent resort accommodations, boating, swimming, and other water sports, as well as some fine trout fishing.

Spokane itself perches along the rim of a spectacular gorge cut through a mantle of solid basalt by the rushing Spokane River. Along the length of the 100-acre Expo '74 Fairgrounds, situated on Havermale and Cannon Islands and adjacent riverbank, the river plunges over a series of roaring waterfalls with a combined drop greater than Niagara.

Beyond the Fairgrounds, the river swings northwestward toward its confluence with the Columbia, some 45 miles away. Just four miles from downtown, Riverside State Park offers 5500 acres of public preserve, camping, sightseeing, and fishing, strung along both banks of the river. One of the outstanding scenic features of this park is the giant volcanic formation that stands in the middle of the river, appropriately named The Bowl and Pitcher for its resemblance to those utensils. Spokane House Visitor Center is located in the park, on the site of an early 19th century fort, and contains a museum detailing the Hudson's Bay Company and John Jacob Astor fur trade that first opened this country to exploration.

If you want to get out on the river, Spokane River Tours conducts regular raft trips ranging from calm water floats suitable for families (four miles, $8 per person) to thrilling white water runs for the more adventurous (13 miles, $25).

Two Spokane curiosities make worthwhile destinations. One, the Crosby Library at Gonzaga University, displays all of Bing Crosby's extensive collection of gold records, Oscar, and memorabilia. The other, the Spokane stock market, is one of only two exchanges in the country dealing in "penny-nickle-dime" stocks (primarily mining shares) and has recently become very active due to the rapidly rising world prices of gold and silver.

Spokane is situated in the heart of Indian country with five reservations located within 120 miles. All have local ethnic celebrations during the summertime. Nez Perce National Historical Park is located at Lewiston, Idaho.

First choice for a get-away-from-it-all weekend is the nearby Idaho Panhandle. This slender neck of Idaho is a land of incomparable beauty — sparkling lakes, pristine streams, cool forests, and gentle mountains. Accommodations run the gamut from elegant lakefront motels and condominiums through rustic fishing resorts to primitive campgrounds.

Three major lakes — Coeur d'Alene, Pend Oreille, and Priest — dominate the region, with dozens of smaller lakes scattered in between. Coeur d'Alene, only 30 miles from Spokane, is the most developed and has two cruise lines that operate regular lake excursions. Pend Oreille has a reputation for excellent fishing (two world's records) and Priest is the most nearly wilderness. All have houseboats for rent, completely equipped except for gas, food, and personal gear for about $250 per week. All also offer fishing boats and tackle rentals.

Some 100 miles south of Spokane, Lewiston, Idaho is the jumping off point for trips into Hell's Canyon. Jet powered boats provide one and two-day excursions upriver

[illegible] per person. Raft float trips are also available on both the Snake and the Salmon Rivers (six day trips begin at about $275).

The magnificent rock battlements of the Grand Coulee country lie west of Spokane. At Dry Falls, an interpretive center and overlook give you a superb view of what geologists believe may have been the mightiest waterfall of all time. At Grand Coulee Dam you can visit the powerhouse and stand beside the dam's spillway, a thunderous cataract half as wide and twice as high as Niagara. In the evening the Bureau of Reclamation hosts a spectacular light program that illuminates the spillway.

JAPAN'S EXPO '70 IS RECORD HOLDER

Expo '74 is underway and you are viewing the environmental event on a 100 acre site. This compares with other World's Fairs such as Century 21's in Seattle of 73 acres while the largest fair grounds ever were the New York World's Fair on 1,216 acres.

The New York event at Flushing Meadows Park, Queens, New York City in 1939 and 1940 had 25 million admissions. An attendance of over 51 million was recorded for the 1964-65 World's Fair held on these same grounds.

Expo '70 in Osaka, Japan, is the record holder for attendance as it recorded over 65 million. Expo '70 covered 815 acres and made a profit of more than $30 million. It was held March to Sept. 13 of 1970.

The earliest major international fair was the Great Exhibition of 1851 in the Crystal Palace, Hyde Park, London, which in 141 days attracted over 6 million admissions.

Although one of the smaller World's Fairs, Expo '74 is the first ever to be dedicated to environment. A future Fair is Expo '75 planned for 1975 in Okinawa and is to be devoted to the ocean and man's future in developing its resources.

EXPO '74 IS FOURTH MAJOR FAIR IN N.W.

When it comes to major fairs you can't beat the Pacific Northwest.

Since the turn of the century there have been four of them.

The latest is the Expo '74 World's Fair. Its theme is man's concern for the environment.

First was the Lewis and Clark Centennial Exposition in Portland, Oregon, in 1905. It commemorated the 100th anniversary of Lewis and Clark's exploration of the Northwest.

Second was the Alaska-Yukon-Pacific Exposition in 1909. It was held to "correct the common impression that Alaska and the Yukon are nothing but countries of cold and gold."

Third was Century 21 in Seattle in 1962. Its theme was the space age.

All attracted millions of visitors (the projection for Expo '74 is 4.8 million visitors) and all benefited the communities in which they were held.

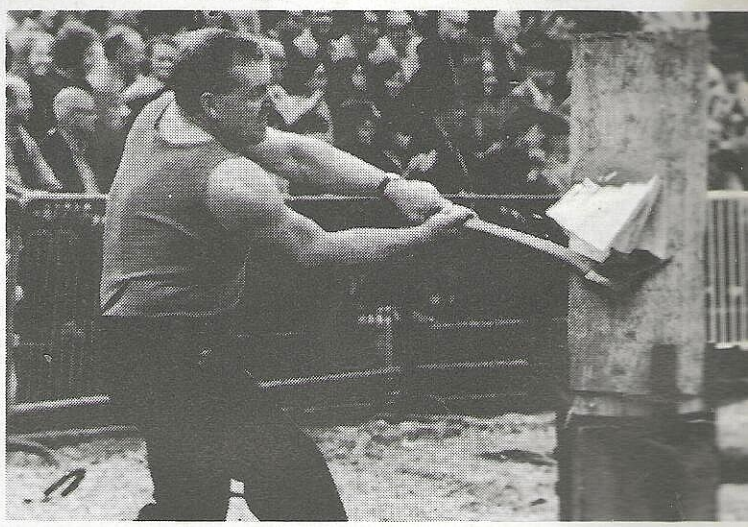
HOMETOWN GIRL WHO MADE IT BIG

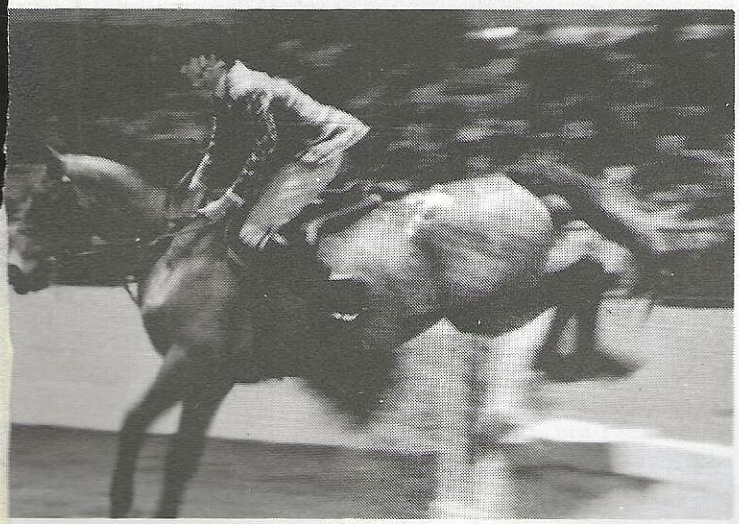
Expo '74 is headlined with a multitude of the country's finest entertainers and one of these is a hometown girl who made it big . . . opera and stage star Patrice Munsel.

Miss Munsel's appearance (June 22) features a review, "From Grand Opera to Baroque Rock," in the Washington State Pavilion.

Miss Munsel, who was born in Spokane, also agreed to help observe Camp Fire Girls Day on the Expo grounds while here.

She is one of scores of internationally famous entertainers scheduled to appear during the Fair. Miss Munsel, a coloratura soprano, at the age of 17 signed a contract with the Metropolitan Opera. She made a special debut in Spokane in 1943 . . . and this summer she is back "home again."





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Pacific National Exhibition Aug. 17-Sept. 2

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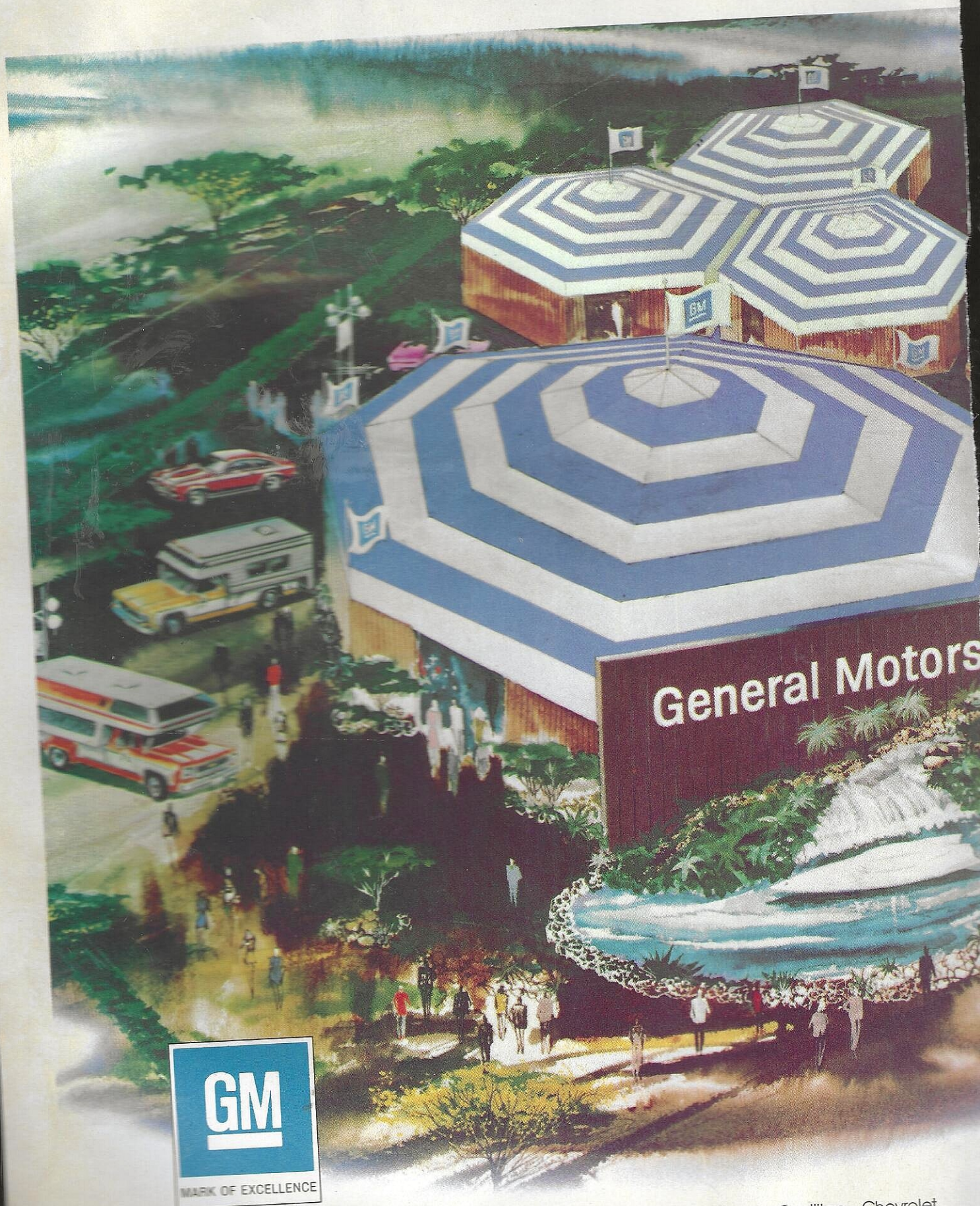
British Columbia Department of Travel Industry, 1019 Wharf Street, Victoria, British Columbia, Canada

NATURAL ENVIRONMENT at its best is beautiful Spokane Falls located right in the middle of Expo '74 fairgrounds. A specially constructed walk bridge, plus an aerial tram takes fair viewers directly over the falls.



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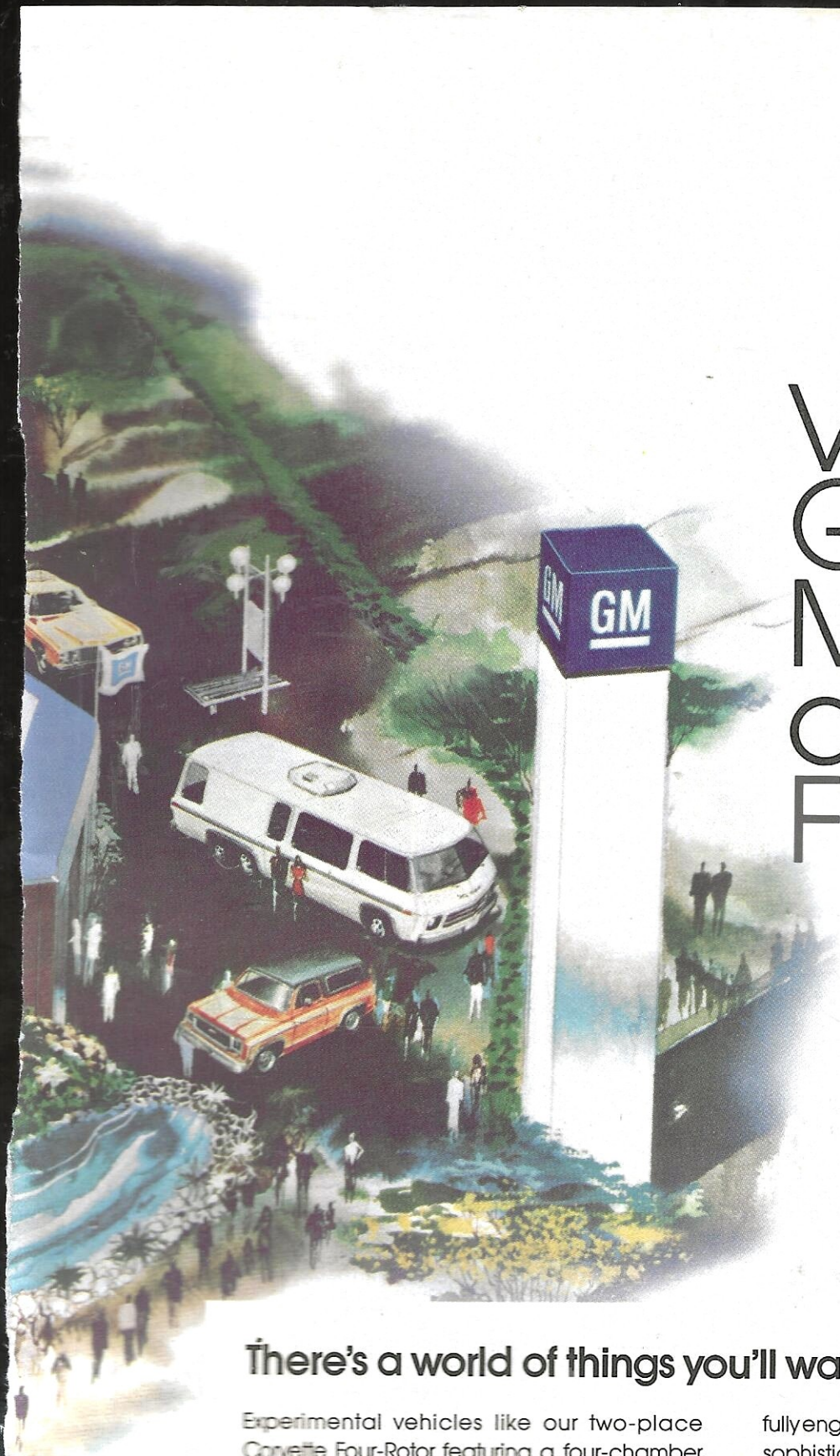

Visit General Motors at the Fair.

There's a world of things you'll want to see.

Experimental vehicles like our two-place Corvette Four-Rotor featuring a four-chamber rotary engine transversely mounted amidships, the XP-898 crash-absorbing dream car, and the XP-883 special purpose commuter vehicle with a hybrid gasoline-electric powerplant. You'll find a unique "home environment" section with the last word in appliances. Scientific presentations such as our Biomedical Science Exhibit, which shows how human tolerances to injury are determined through the use of carefully engineered "simulated humans" and other sophisticated equipment. There will be demonstrations of GM's Air Cushion Restraint System, commonly called the "air bag," in slow motion. And you'll find exhibits built around such subjects as vehicle powerplant research, emissions control, noise reduction, even our "Previews of Progress," a live science stage show. So, please stop by the General Motors Exhibit. We think you'll like seeing all the great displays. And we'd like to see you while you're at the Fair.

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PASSPORT, A MEMORABLE EXPO REMEMBRANCE

You like to collect visas and fat passports that prove you've really been around?

Well, during the Expo '74 you will be able to do just that at all the international, cultural and industrial exhibits.

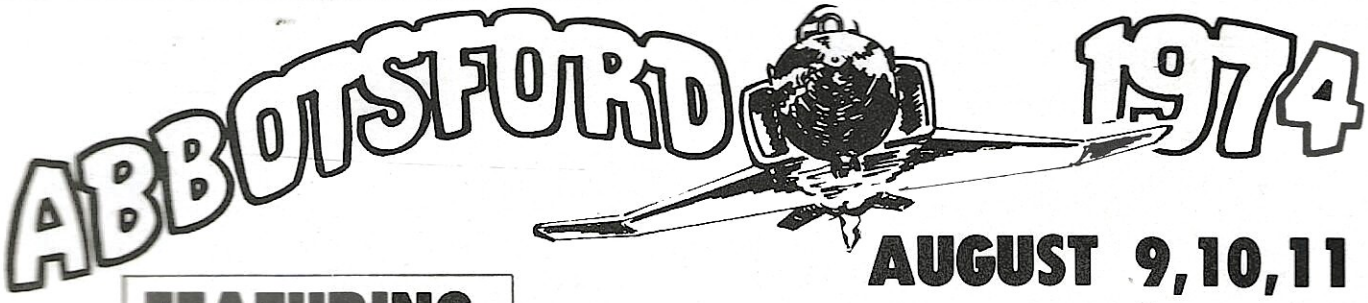
The passports, which have space for identification and a photograph, resemble passports issued by governments for international travel.

They are on sale on the Expo fairgrounds.

Each exhibitor — including such nations as the U.S.S.R., the United States, Japan, Canada, Australia and the Republic of China — stamp a visa in the passports and turn them into priceless personal mementos (for adult and child alike) of Expo '74, the only exposition to be held on the North American continent during the 1970s.

Similar visas were offered at Expo '67 at Montreal and at Expo '70 in Osaka, Japan.

NORTH AMERICA'S GREATEST INTERNATIONAL AIRSHOW!



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"Canadian Aviation's annual blockbuster. Abbotsford also seems to have gained admittance to that quite exclusive international circle of air shows that for recognition purposes need only be mentioned by the place name where they are held, e.g., Farnborough, Paris, Reading, and now 'Abbotsford'." Canadian Aircraft Operator.

FOR INFORMATION: ABBOTSFORD INTERNATIONAL AIRSHOW, P.O. BOX 361, ABBOTSFORD, BRITISH COLUMBIA, CANADA

CANADA'S NATIONAL AIRSHOW

NATIONS ALL TO EXHIBIT ON ENVIRONMENT ISSUES

The participation of a number of different nations are indigenous to a World's Fair. At Expo '74, eleven nations develop in their own way the Fair's theme, "Celebrating Tomorrow's Fresh, New Environment," in pavilions which display their concern with mankind's environment and how they are preserving or enhancing it.

In addition to the United States of America, the following nations have individual facilities at Expo '74:

Union of Soviet Socialist Republics (USSR), Japan, Republic of China (Taiwan), Republic of Korea, Canada, Iran, Australia, West Germany and the Republic of the Philippines.

The host country has the largest and architecturally most striking. Its transparent vinyl roof soars higher than any building on the Expo '74 site. It is supported by a steel mast, 14 stories high, and cable system which weights approximately 200 tons and contains 4.6 miles of steel cable.

The theme of the 179,250 square feet pavilion is "Man and Nature: One and Indivisible" — a theme carried out in a three-part plan.

A theatre seating 850 shows a film to orient the visitor to what he is about to encounter, and acquaints him with the history, development, and broad perspective of today's environmental issues.

A courtyard, 17,000 feet square, illustrates the environmental impact of a family in the key environmental areas and establishes personal involvement by visitors in these problems.

The Federal Action Center, a permanent glass and concrete structure covered with earth, presents a dynamic progress report on what the Federal Government has done in the areas of environmental issues.

U.S.S.R.

"Progress without Pollution" is the theme of the U.S.S.R. pavilion, a 54,500 square feet building.

To develop its theme, it offers the following comprehensive exhibits:

- Achievements of Soviet science in fields pertaining to problems of environment and rational utilization of biosphere resources.
- Measures taken by the Soviet state to control the country's national resources.
- Remaking of nature in the U.S.S.R. aimed at environmental improvement.
- Education and training leading to participation of the community in environmental problem solution.
- Role of the public health bodies in the U.S.S.R. in fighting environmental pollution.
- Environment improvements in urban planning in the U.S.S.R.
- U.S.S.R. achievements in air space protection against pollution.
- Protection of water sources against pollution in the U.S.S.R.
- Recultivations of lands affected by mining.
- Progressive technological processes which cause no environment pollution and provide for complex utilization of industrial waste products.
- Improvement of soil productivity.
- Preservation of nature and genofund.
- International cooperation of the U.S.S.R. in the field of environment protection.

JAPAN

A Japanese garden greets the visitor to the 23,500 sq. ft. Japan Pavilion. A three-fold multi-screen hall will show a film depicting the Japanese people and their environment and describing the traditional Japanese concept of nature. The Main Exhibit will show Japan in Panorama: the land and topography, the current dense concentration of population and various local communities.

The Life style of the Japanese people will emphasize the close connection between the home and nature and show special features of homes that have been influenced by the environment. The cultivation and utilization of rice will also be featured.

How Japan handles environmental problems of urbanization, industrialization and water and air pollution is explained. The recreational activities of the Japanese people in both urban and rural areas is explored.

REPUBLIC OF CHINA

In the 10,750 sq. ft. pavilion of the Republic of China, the "Taiwan Story" is told in a Light show, displays and the performing arts.

The Light show, How Man can Live, Work and Play in Harmony with His Environment, utilizes both still and motion pictures to present a multi-media marriage of sight and sound on a giant 180° screen.

The Taiwan display shows the ideals of all freedom loving peoples for political advancement, cultural progress and economic development.

A Chinese arts festival is planned and special days, such as Confucius' Birthday, September 28, and the National Day of the Republic of China, October 10, will be observed.

REPUBLIC OF KOREA

The Republic of Korea Pavilion, 7,000 sq. ft. in area, presents Korea as a travel attraction and a country in which to invest. How Korea is getting involved in ecology matters now and in the future, will be explored.

CANADA

Canada's Pavilion, 22,223 sq. ft. in area, contains two provincial pavilions and a park with more than 100 varieties of Northwest trees.

The Alberta Pavilion will be an amphitheatre of natural rock and logs with the performing area partially covered by a rock overhang.

The British Columbia Pavilion will symbolize the province's place in the world. It will be a quiet place to stop, relax and renew one's acquaintanceship with the natural world. Visual arts, the theatre, art and performing artists will be displayed.

Bands, orchestras, choirs and dance groups from throughout Canada will perform in the Canadian Pavilion.

AUSTRALIA

Australia's unique flora is featured in the 12,000 sq. ft. Australia Pavilion. What the Australian people are like is demonstrated by a group of young people. Displays show how Australia is handling its environmental problems.

The pavilion includes a private dining room, VIP area and a unique central mirrored hexagonal room, with a revolving viewing platform, containing slides and music to convey Australia's successes.

FEDERAL REPUBLIC OF GERMANY

A 5,000 square foot pavilion, the Republic of Germany exhibit is devoted to problems of environment dealing with the subjects Earth (soil), Water, Air, Transportation of the Future and Population. Regarding the earth, the exhibit includes relief models showing destruction of the land and recultivation. The relief model on water demonstrates the Rhine River between Speyer and Lampertheim. On air, panels with graphics and pictures are featured while the population subject includes multivision-projections of "Man and His Environment." Models are used to demonstrate the transportation of the future.

IRAN

Depicting four main units, all pertaining to environment, the Iran Pavilion is divided into four main divisions. One is the audiovisual program on "The Great Harmony." The second is the exhibition hall "Art and Beauty as Man's Natural Environment" while the third, also an exhibition hall unit on "The Protecting of Iran's Natural Environment." The final is a lyric fantasy "Man — the Creator of Beauty." Filmed documents, archeological objects, photographs, maps and a three-dimensional kaleidoscope all blend to present this outstanding exhibit.

PHILIPPINES

The 8,989 sq. ft. area which contains the Philippine Pavilion features handicrafts, the "Philippines House of Shells" and a restaurant with the menu from "Casa Filpina" of the Sorrento Hotel.

CROSS OVER THE BRIDGE!

Have you visited the model Boy Scout campsite here on the Expo '74 Fair site? If not, do it and you'll get an extra thrill . . . a walk over the high suspension walk bridge over the tumbling Spokane River.

The Scout campsite is located over the bridge which was constructed especially for Expo.

While visiting the Scout exhibit you see scouts prepare their meals in the new, approved method of cooking over butane flame.

The Scouts may not thrill you, but we'll guarantee you the walk across the bridge will!

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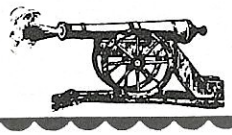

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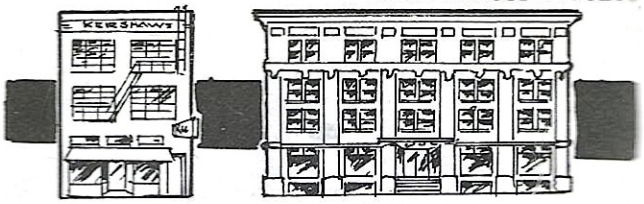
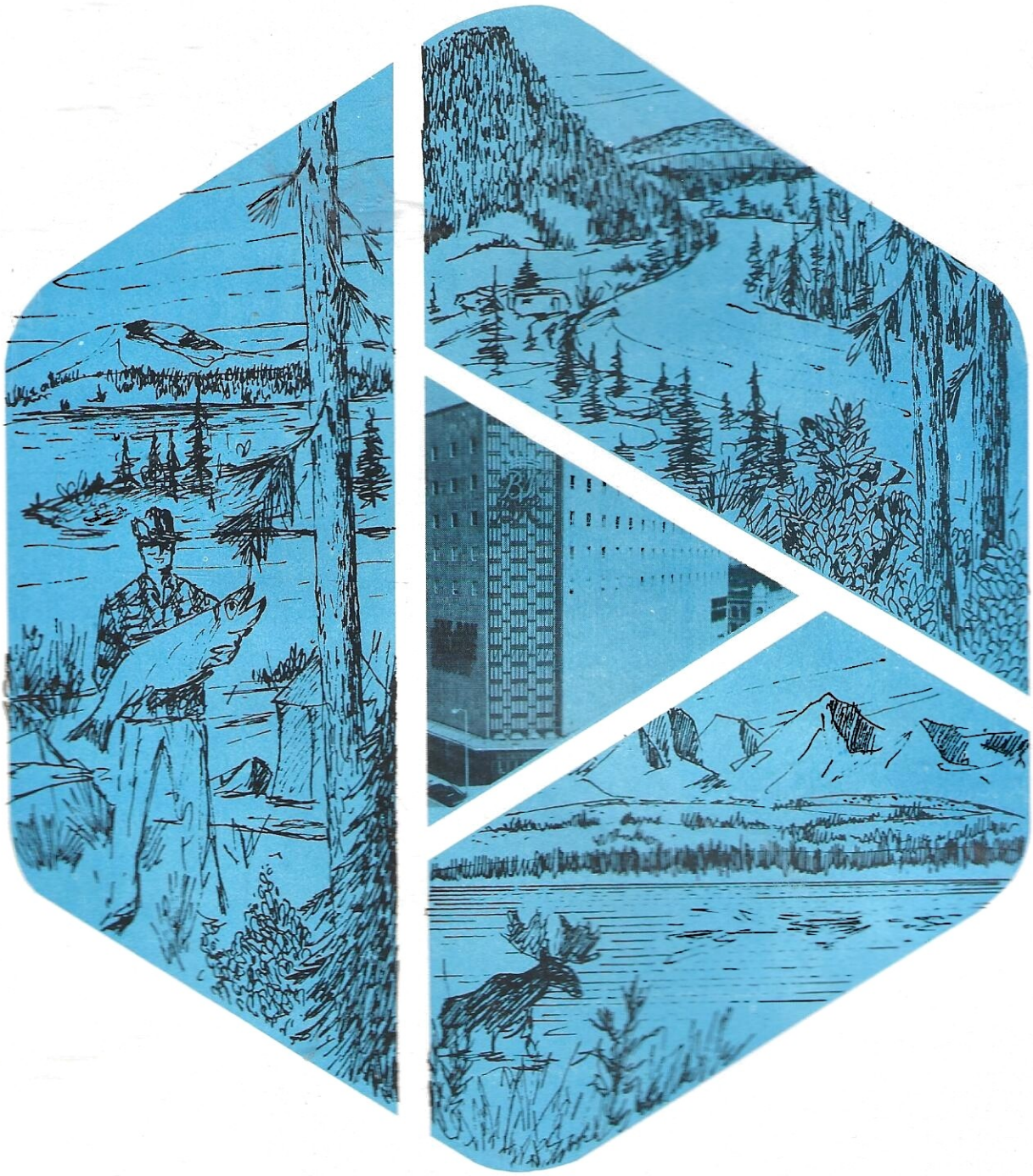


THE BON MARCHE

The Bon Marche Northwest salutes expo '74



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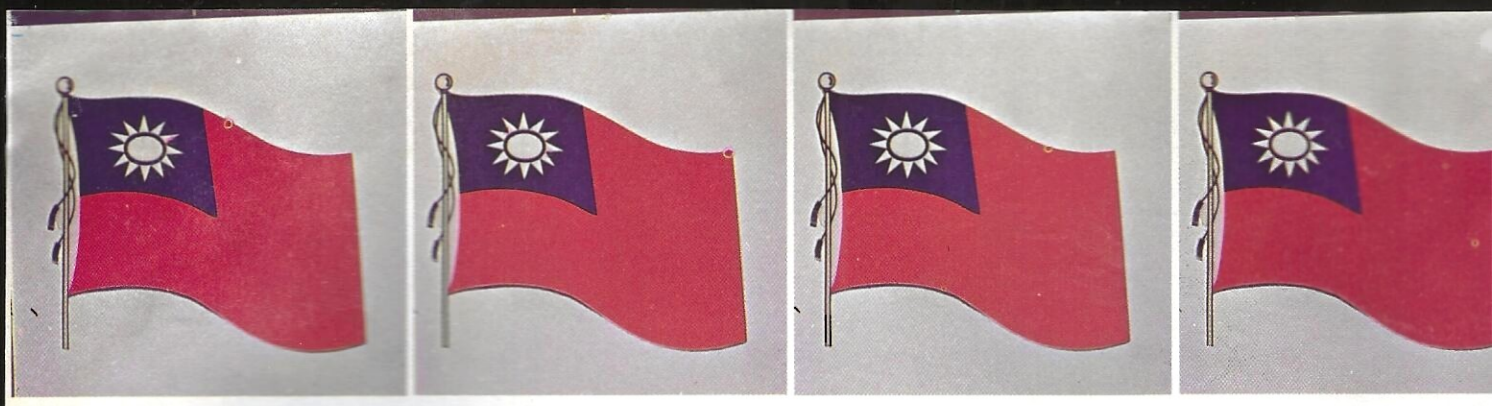
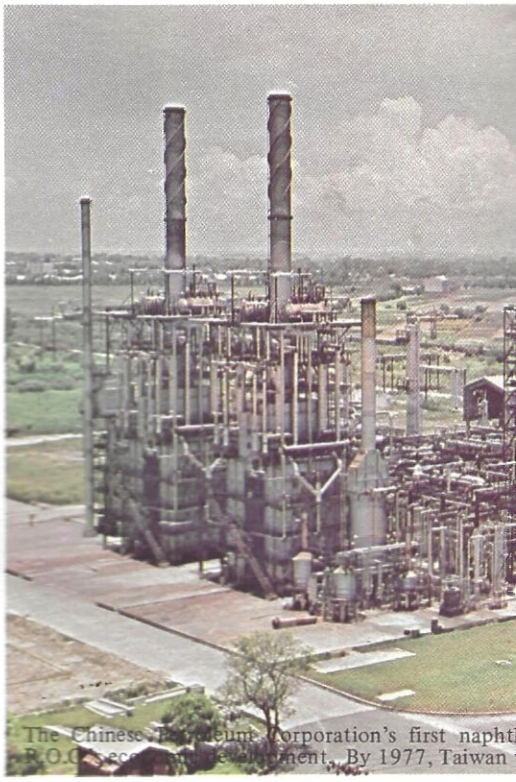


From Taipei, provisional capital of the Republic of China, comes this message:

NO VISIT TO EXPO '74 IS COMPLETE WITHOUT A VISIT TO THE REPUBLIC OF CHINA PAVILION



The Chinese Petroleum Corporation's first naphth
R.O.C. ec[illegible]nment. By 1977, Taiwan

There you will see reflected 5,000 years of Chinese history and its projection to the present-day Republic of China founded by Dr. Sun Yat-sen on New Year's Day 1912.

Taipei is the nerve center of foreign trade which reached US$8.2 billion in 1973, making the Republic of China one of the world's top trading nations and No. 1 among developing countries. This trade is expected to exceed US$10 billion in the current year.

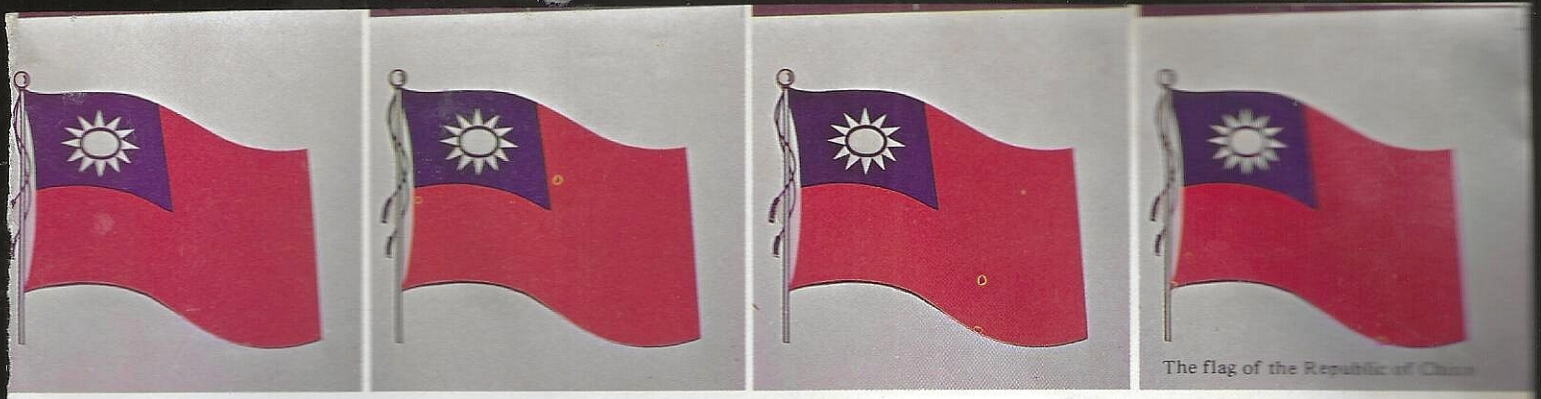
The Republic of China has reason to be proud of this achievement. But it is even prouder of the role assigned to it by history of being the custodian and preserver of the glorious cultural heritage of Cathay, notably the code of ethics propounded by the illustrious sage Confucius (551-479 B. C.)

The theme of the Republic of China's Pavilion is "Ethics, Democracy, Science."

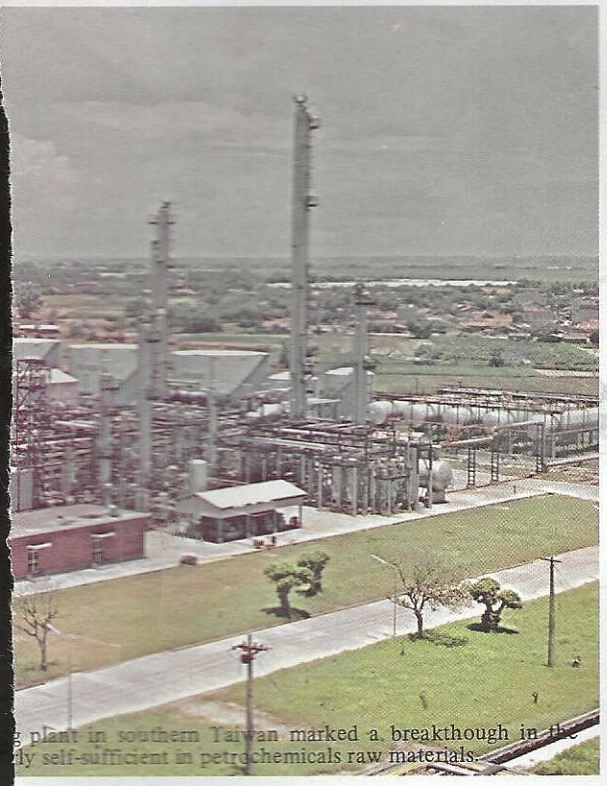
This is vividly depicted in an 18-minute computer-operated film projected on a giant screen in a 236-seat theater. The showings are continuous.

It's easy — and most pleasantly rewarding — to confirm the message from Taipei. All you have to do is visit the Republic of China Pavilion. It's on Havermale Island, just south of the U.S.

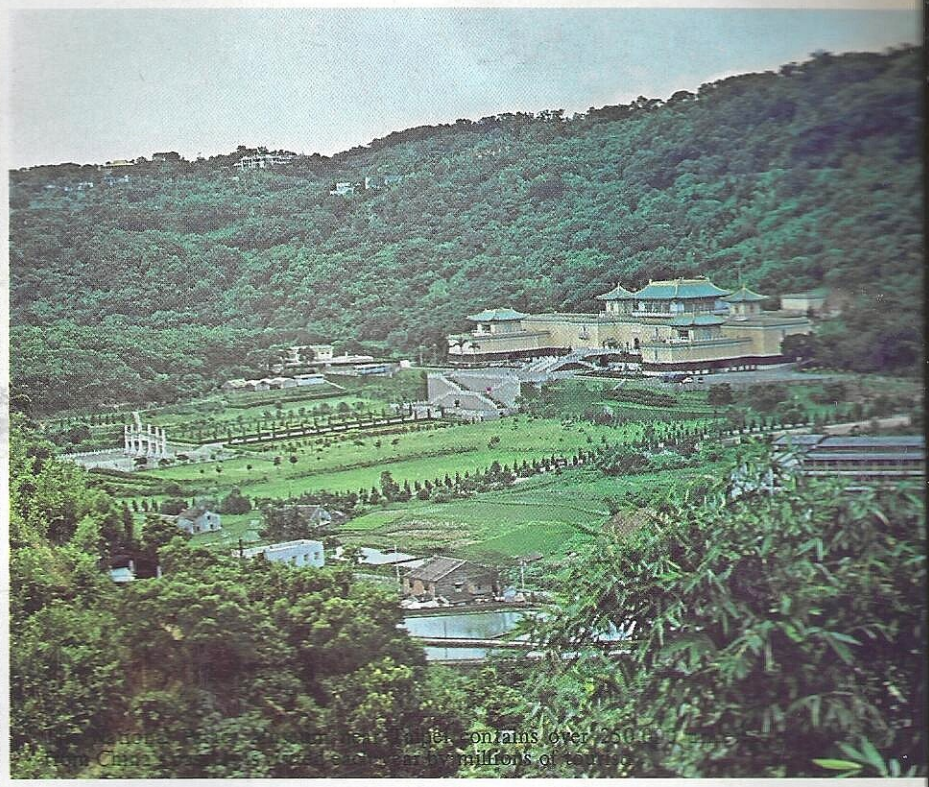
Classical dance, an [illegible] blend of movement and music, is but one of the cl[illegible]ical art forms still enjoyed



The flag of the Republic of China



g plant in southern Taiwan marked a breakthough in the
rly self-sufficient in petrochemicals raw materials.

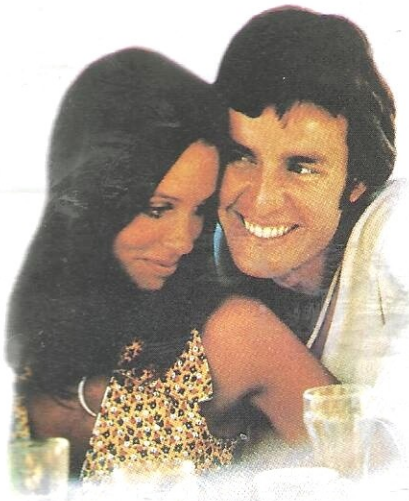


ontains over 250
millions of

ering wonder. The reservoir will provide irrigation and power for thousands of households in

China's greatest sage, Confucius, is still revered and studied in modern Taiwan.

Come to Life!

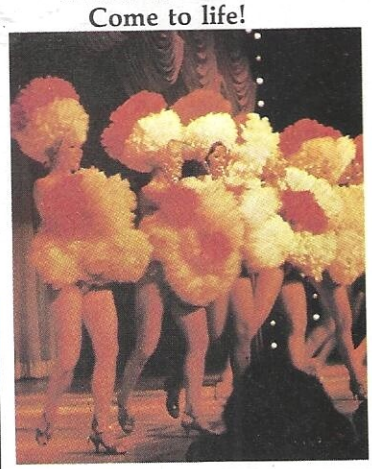


It's a lively world of entertainment, fine dining, 24 hour action and an incredible nightlife like nowhere else. Harrah's, Reno and Lake Tahoe, offers more than a place to stay.

Sunshine, wide open spaces, friendly people. Harrah's is a non-stop whirl of recreation. There are mountains, city, desert and lake all within the Reno/Tahoe area. And two great hotels, two exciting casinos.

You've come this far to see the Fair; now come to Harrah's world. In Reno and Lake Tahoe.

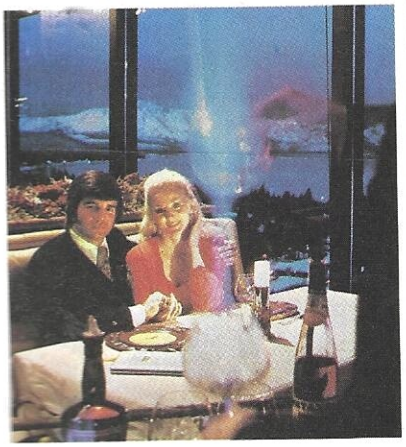
Come to life!

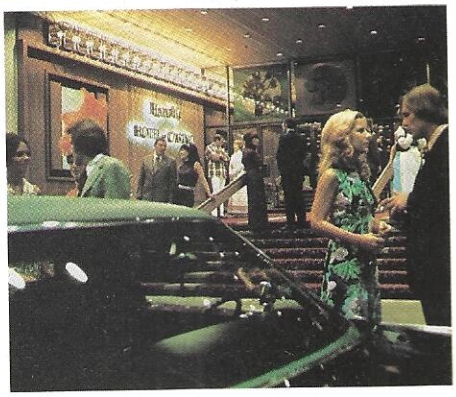


Harrah's

Hotels and Casinos
Reno and Lake Tahoe

24-Hour, 7-day reservation service: toll free
800-648-3773 Ca., Ore., Utah, Idaho, Ariz.
In Nevada & other states: 702-329-4422.
Washington: 206-623-4774.





World famous entertainers at Harrah's Tahoe:

Bill Cosby & Lettermen
Thru May 17

Sammy Davis, Jr.
May 18 thru 29

Glen Campbell
May 30 thru June 5

Don Rickles
June 6 thru 20

Lawrence Welk
June 21 thru July 11

Eddy Arnold
July 12 thru 30

More great stars at Harrah's in Reno:

The Smothers Brothers
Thru May 15

Tony Sandler & Ralph Young
Red Buttons
May 16 thru 29

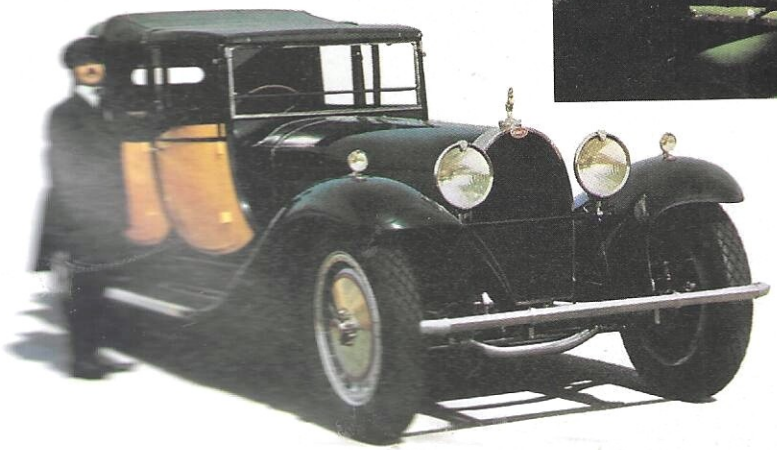
Jerry Lewis
Mel Torme
May 30 thru June 12

John Davidson
June 13 thru 26

Debbie Reynolds
June 27 thru July 17

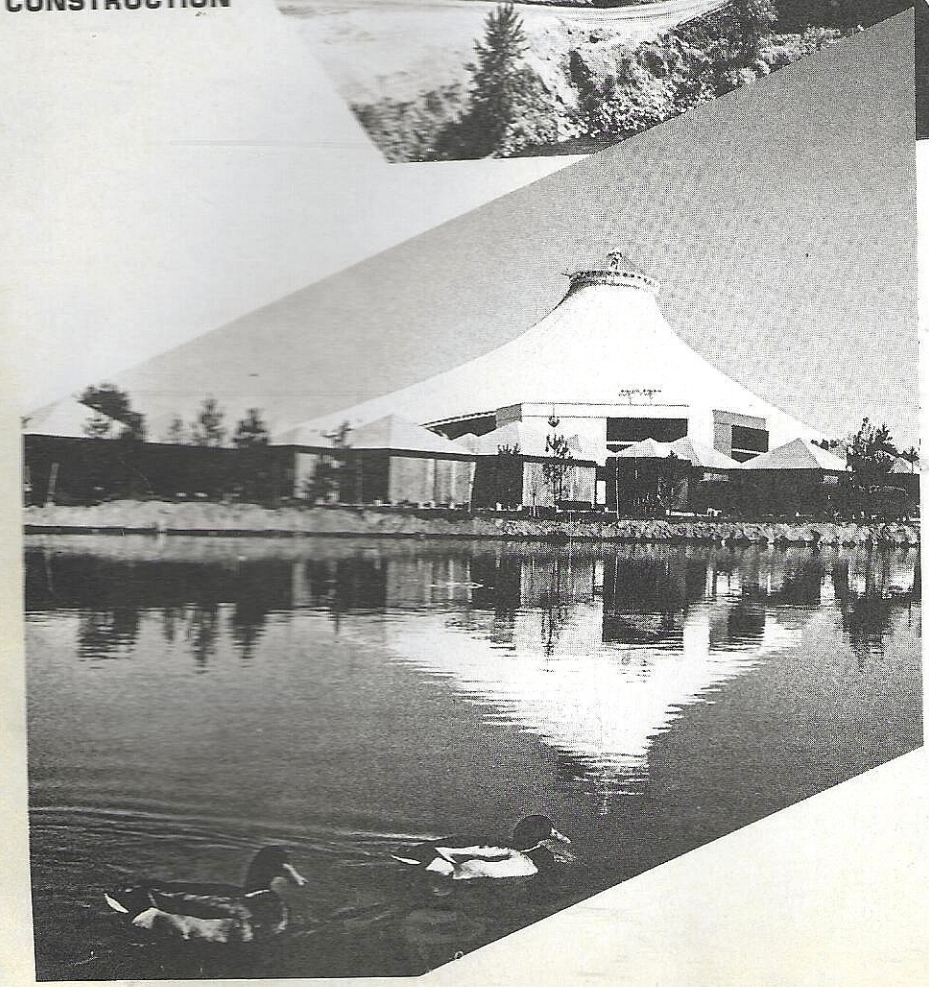
Carroll O'Connor
July 18 thru 31

Paul Anka
August 1 thru 14

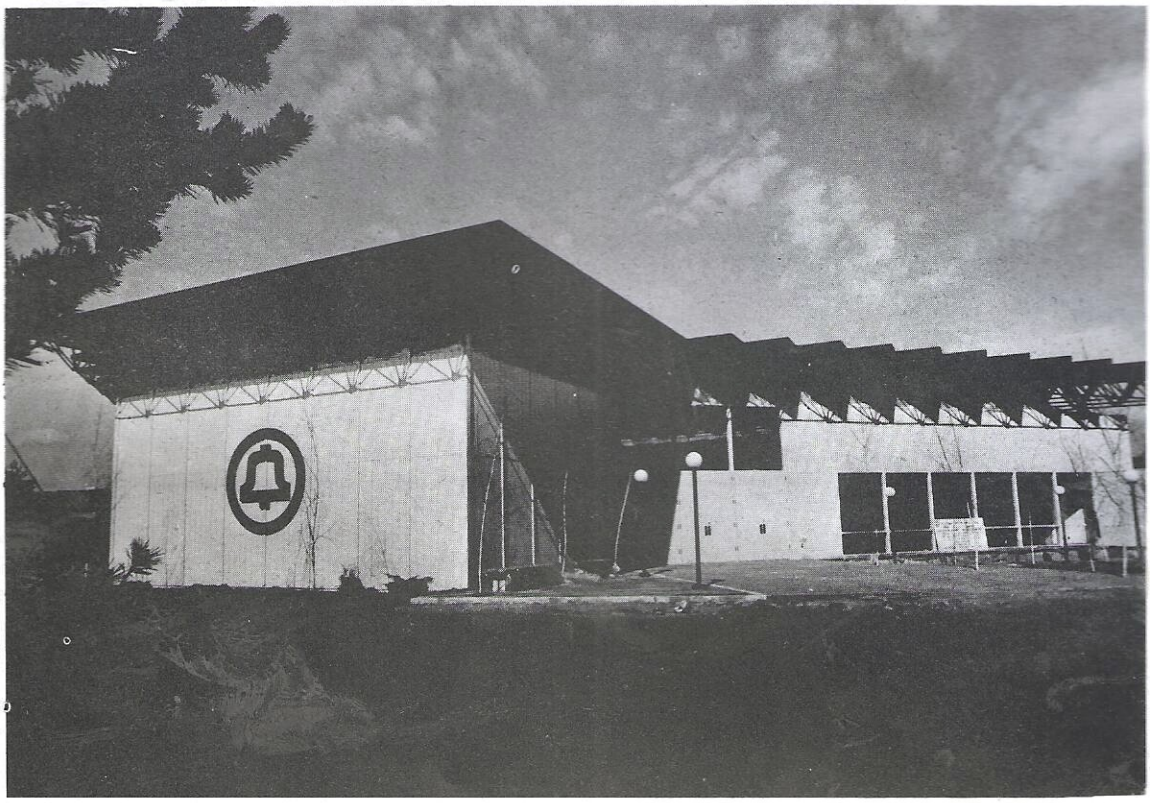


BEFORE AND AFTER aerial pictures of the Expo site. Following Expo, citizens of Spokane will enjoy one of the nation's most beautiful city parks as the site will be converted to the environmental planned park.

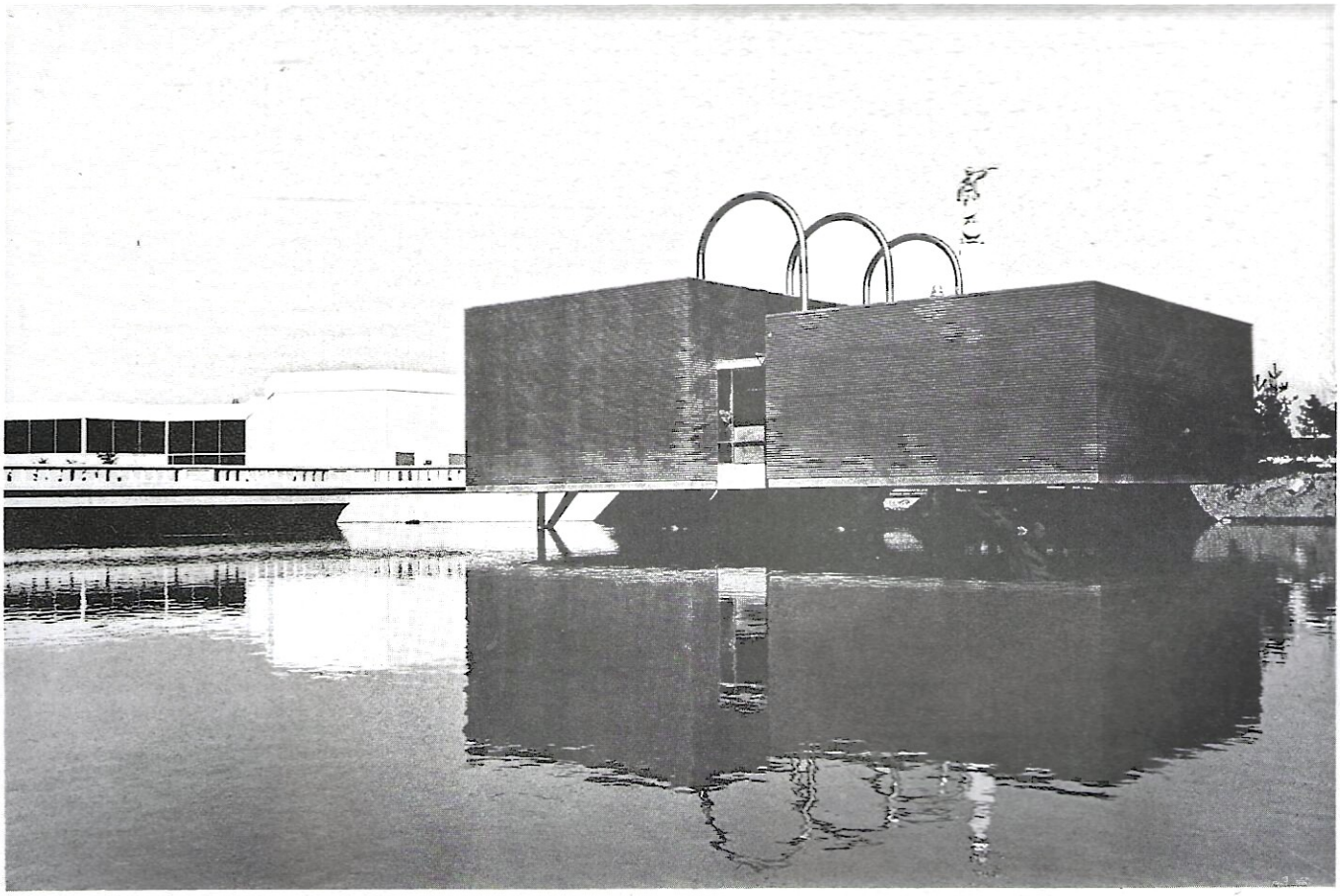
STEPS IN CONSTRUCTION



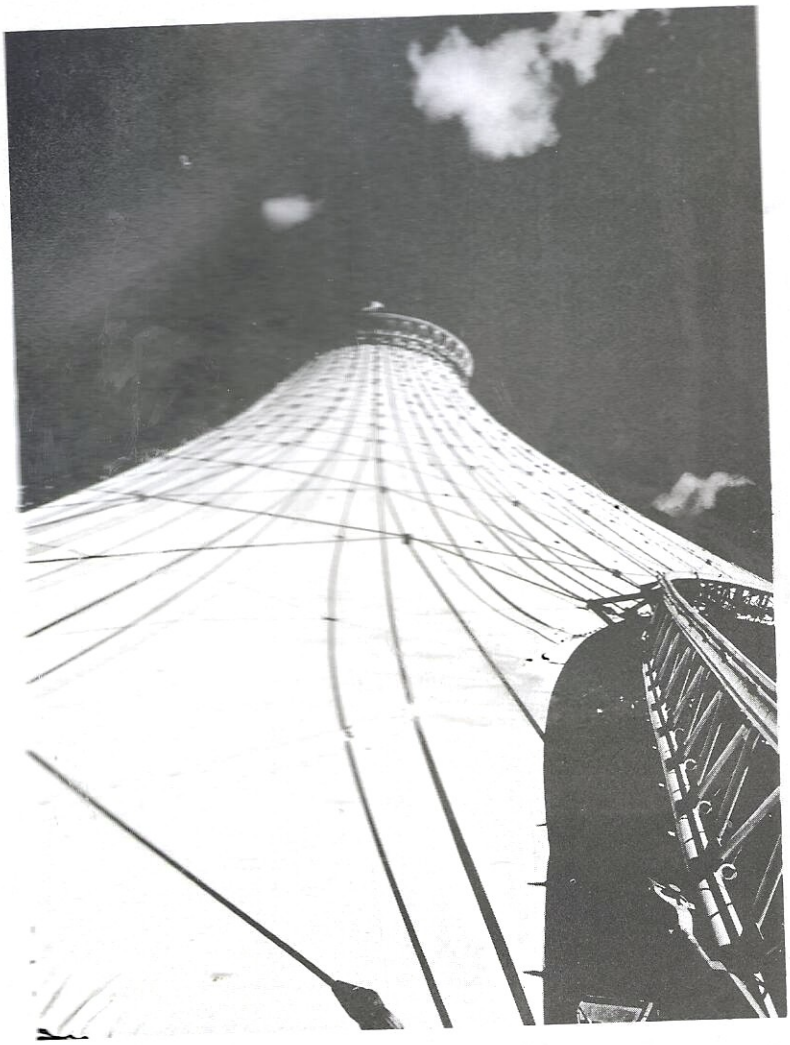
Photos by Walter Hodges and Tom Salyer



BELL TELEPHONE PAVILION

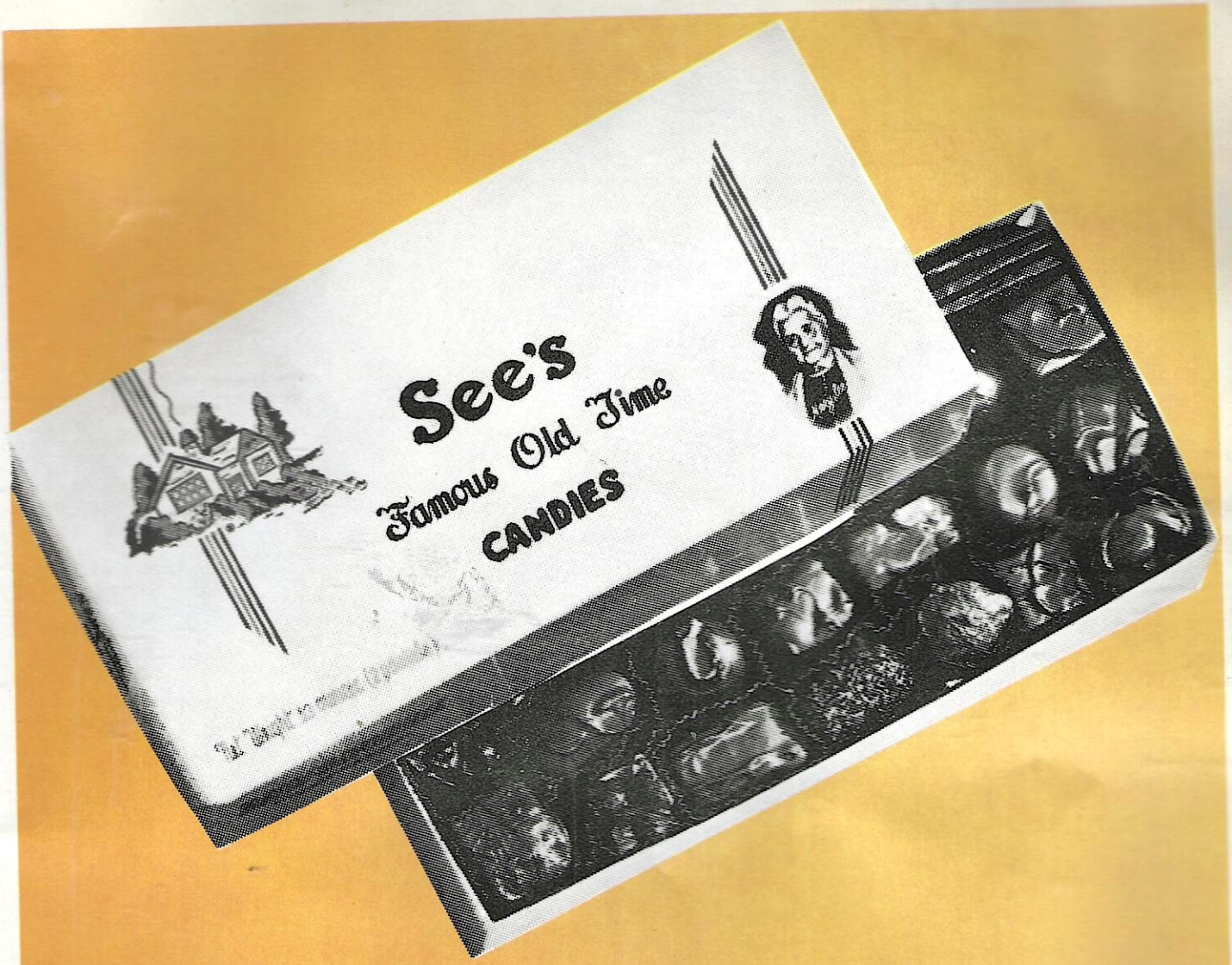


MORMON PAVILION



EXPO AMBASSADORS Leslie Mays, Miss Washington, left, and Echo Rost, Miss Nevada, display their official uniforms used in nationwide promotion of Expo '74.

Photos by Walter Hodges

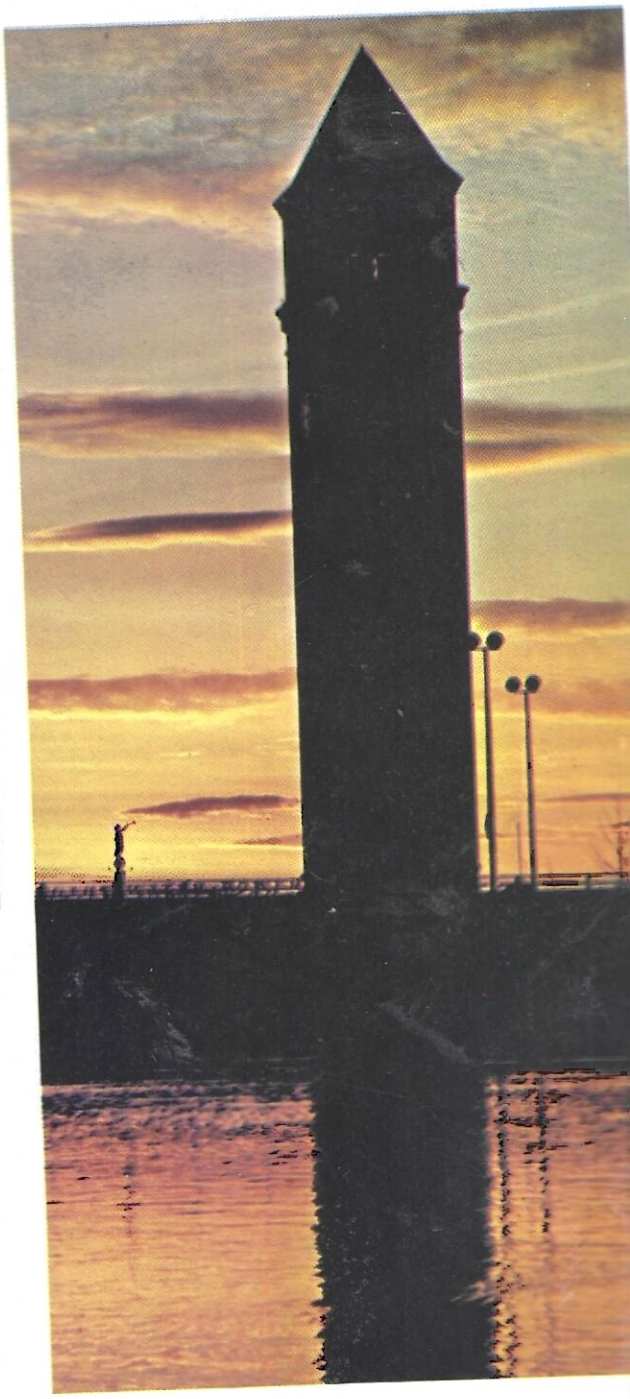


QUALITY WITHOUT COMPROMISE SINCE 1921

There are over 170 See's Candy Shops — operated by See's own employees — throughout the West and in Hawaii, including our new See's shop in the World's Fair city of Spokane, 4302 N. Division Street at Rich Avenue.

See's Candies are sent by mail around the world. Quantity Order discounts for executive gift giving, fund raising and employee associations. For free full color booklet and prices, write See's Candies, Dept. DD, El Camino Real at Spruce Ave., South San Francisco, California 94080. Or phone: (415) 761-2658.

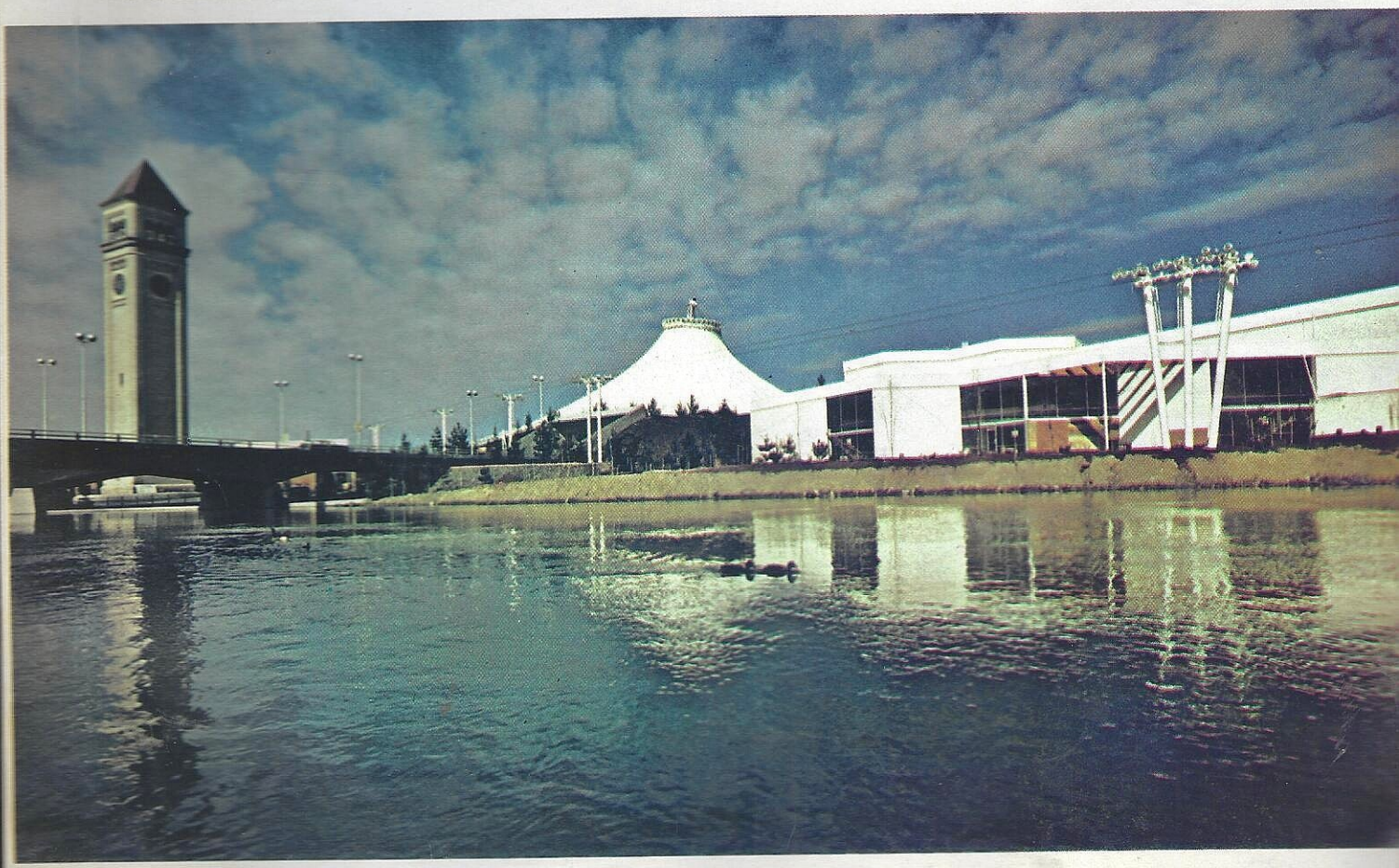
U.S. PAVILION



THE NORTHERN TOWER AT SUNSET

Photos by Walter Hodges

THE SPLENDOR OF EXPO '74



Photos by Walter Hodges

RUSSIAN PAVILION WITH U.S. PAVILION IN BACKGROUND

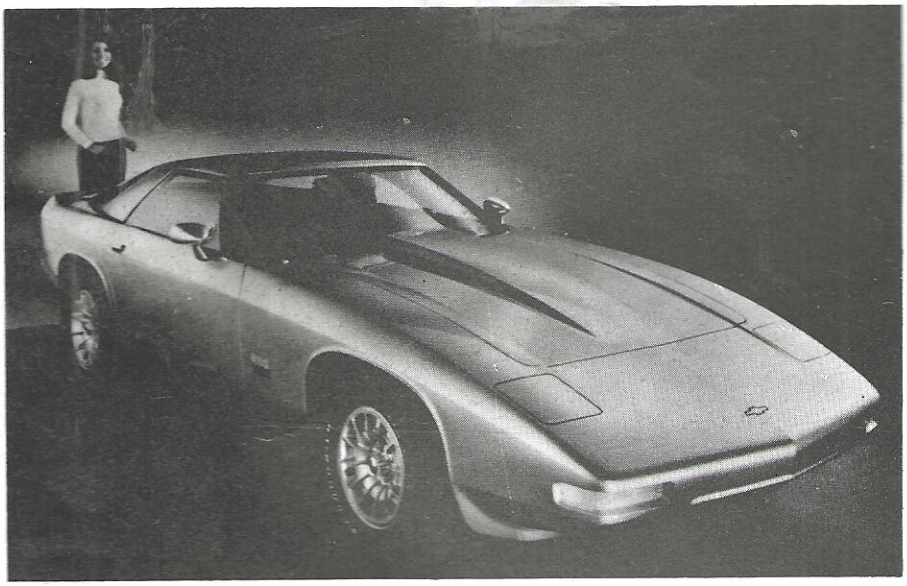
IT'S NOT THE ROAD TO MOROCCO, but the "Road To Expo" via a pedicab for entertainer Bob Hope and Miss Spokane, Judith Ann Likarish. Hope and the Spokane beauty took an early ride with the pedicab early in Expo's opening. Photos by Walter Hodges

BEING PRESIDENT of Expo has its fine moments. President King Cole obviously agrees as he is greeted by Expo's official ambassadors Echo Rost, Miss Nevada, left, and Leslie Ann Mays, Miss Washington. The two beauties represented Expo on personal tours throughout the U.S.

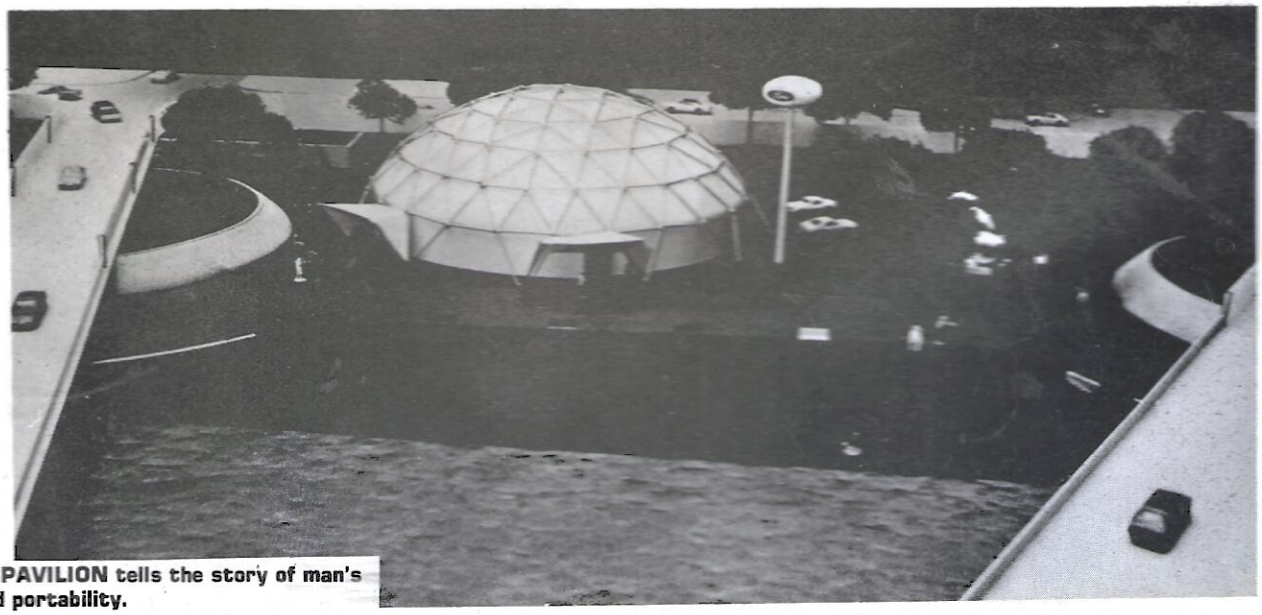
SPOKANE FALLS roaring through the center of Expo '74.

KODAK PAVILION

UP WITH PEOPLE, the fantastic singing group of young people, sponsored by General Electric and performing continually at Expo.



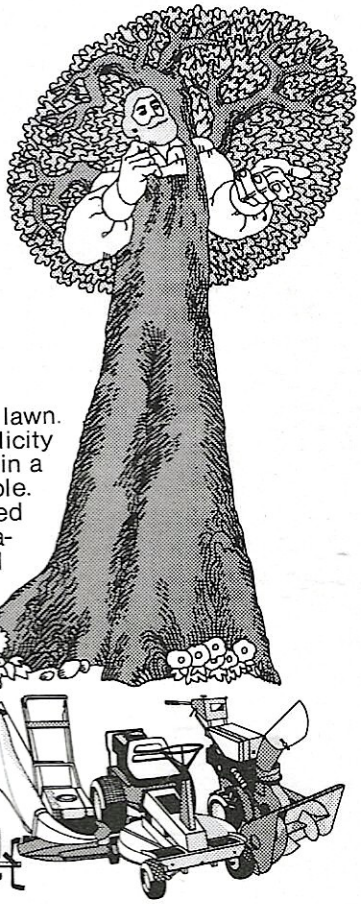
GENERAL MOTORS displays this car of the future plus other futura "people movers".



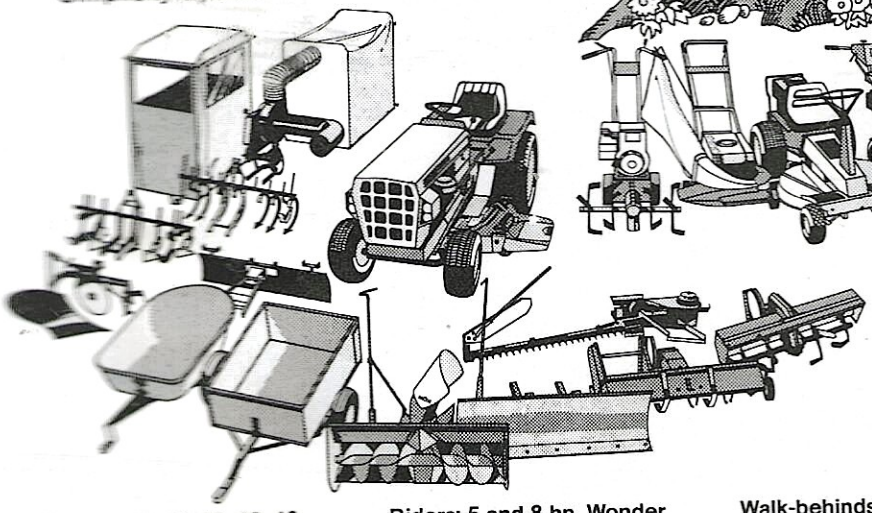
THE FORD PAVILION tells the story of man's mobility and portability.

Take it from Father Nature.

Your yard is a lot more than a lawn. It needs the Simplicity System.



Father Nature says your yard is a lot more than a lawn. So you need more than a mower. You need the Simplicity System. • Heart of The System: a Simplicity tractor, in a size right for you. Easy to start and drive. Safe, reliable. With power takeoffs for front, center and rear mounted attachments. Quick-change attachments for every season. • There's more to the System: riders, walk-behind mowers, tillers and snow throwers. Take it from Father Nature. You can't beat the System. The Simplicity System.



Tractors: 8, 10, 12, 13, 16, 19½ hp. Attachments: wide range for year-round work.

Riders: 5 and 8 hp. Wonder Boys, 8 hp. Grabber.

Walk-behinds: 4 mowers, 19″ through 22.″ Three tillers: 3, 5 and 8 hp. And 4, 5, 7 and 8 hp. Snow-throwers.

The Simplicity® System

Because your yard is a lot more than a lawn.

expo'74.

"selected to care for the fair"

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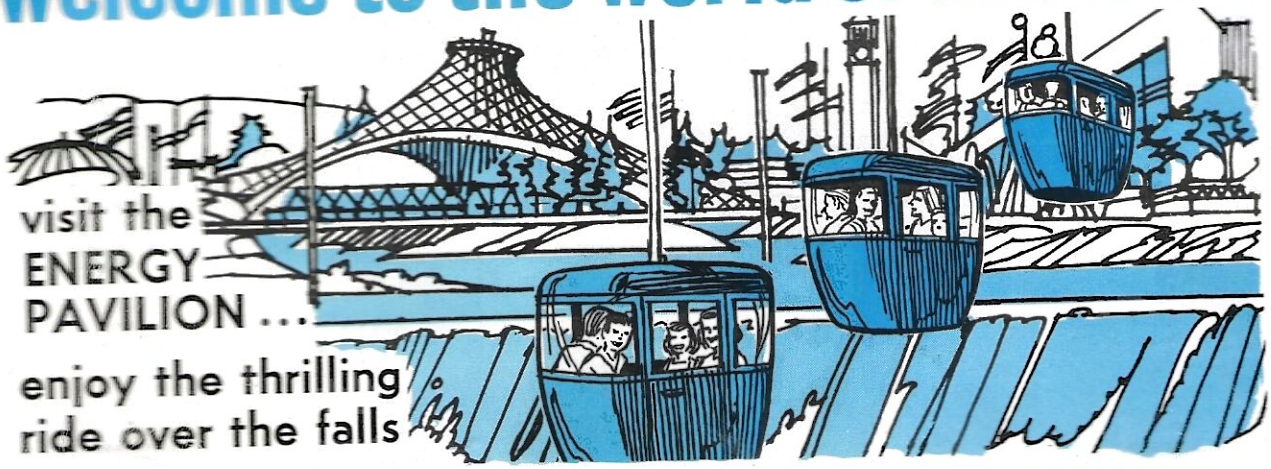
Welcome to the world of EXPO '74



A one-of-a-kind World's Exposition. Dedicated to "Tomorrow's Fresh New Environment." Star-stream entertainment. Pavilions from around the world. Exhibits from major industries. An aura of excitement you won't want to miss.

An energy pavilion. Talking to you about the future of energy and its importance to man and his environment.

A breathtaking ride over Spokane Falls in a bright bubble gondola. Probably the closest you'll ever get to the awesome power of nature.

Expo '74 in Spokane. We invite you to share with us this classic event of the decade.

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WATER WELLS and PUMPING SYSTEMS

Dealers for Reda Submersible pumps

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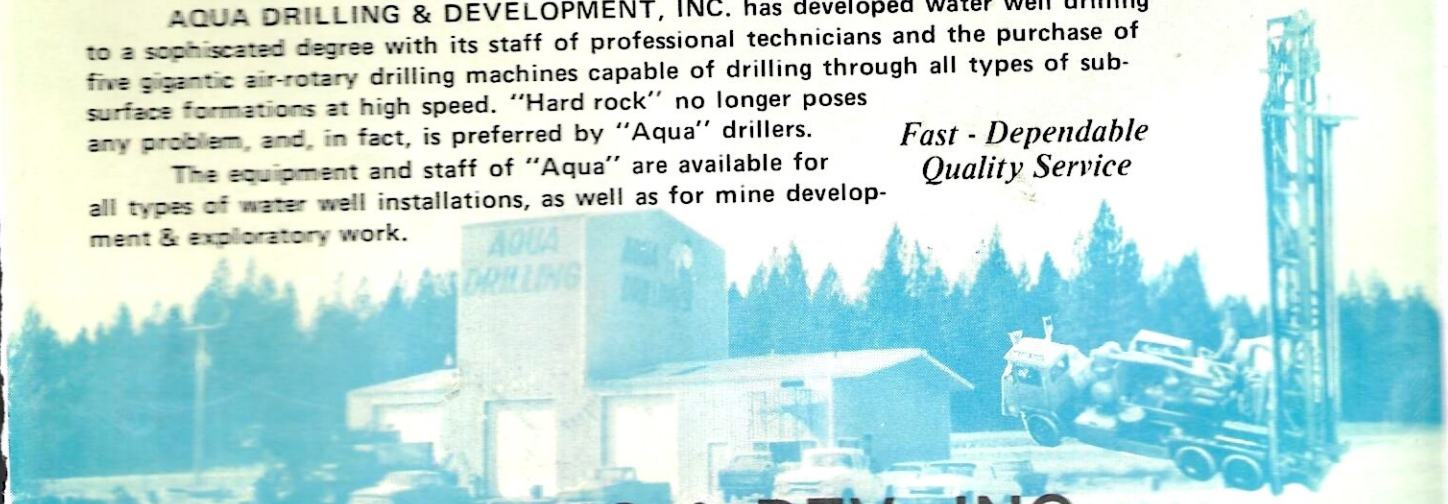
IN RECENT YEARS the increased demand for suburban and vacation homesites in N. Idaho & E. Washington has virtually created a new industry.

AQUA DRILLING & DEVELOPMENT, INC. has developed water well drilling to a sophiscated degree with its staff of professional technicians and the purchase of five gigantic air-rotary drilling machines capable of drilling through all types of sub-surface formations at high speed. "Hard rock" no longer poses any problem, and, in fact, is preferred by "Aqua" drillers.

Fast - Dependable
Quality Service

The equipment and staff of "Aqua" are available for all types of water well installations, as well as for mine development & exploratory work.



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Spokane: 509-838-5740

Coeur d'Alene: 208-772-3869

Indian Salmon House

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SILVER
WOOL
BEADS

WELCOME to EXPO 74

"We salute Expo 74 and all the visitors who, like us, are so concerned with our precious environment.

If we all do our part, we will, as Expo's theme portrays, live in harmony with tomorrow's environment."

B Satiacum
Chief, Puyallup Indians

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PUYALLUP RESERVATION

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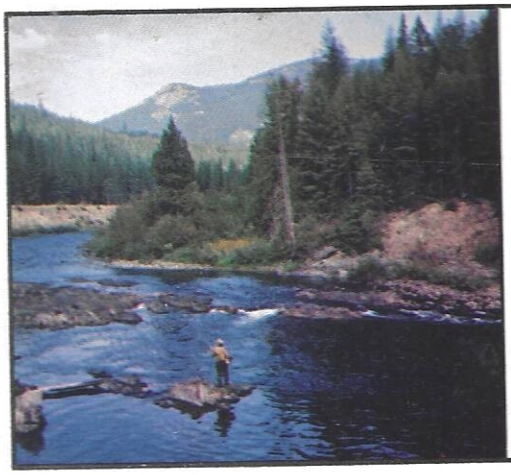
WASHINGTON STATE PAVILION



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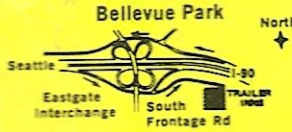
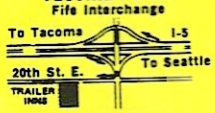


BELLEVUE PARK
15531 Interstate 90
Bellevue, Washington
Phone Area Code (206) 747-9181

Tacoma Park
Fife Interchange



TACOMA (FIFE) PARK
5100 20th Street E. (Fife)
Tacoma, Wash.
Phone Area Code (206) 922-0336

Yakima Park

YAKIMA PARK
1610 North First Street
Yakima, Washington 98901
Phone Area Code (509) 452-9561

Spokane Park

SPOKANE PARK
6021 East 4th Avenue
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453 S.W. 153rd
Near Seattle

RECYCLED GLASS PATHWAYS AT EXPO

When you walk on the "Theme Stream Pathways" on the Expo '74 grounds, you'll be walking on a new paving material composed of recycled materials known as "glassphalt."

The "Theme Stream Pathways" project was initiated by representatives of four Northwest Industries, Rainier Brewing Company, Reynolds Metals Company, Northwest Glass Association and the Washington Asphalt Association. In an attempt to demonstrate that industry and people can combine to help solve environmental problems, representatives of the industry groups approached Expo '74 management with the basic concept at a planning session some two years ago. They were heartily welcomed and since that time, hundreds of hours and substantial personal effort have been contributed by the industry representatives and concerned Spokane area residents in helping to make the "Theme Stream Pathways" a reality.

The "glassphalt," used to make the pathways, is composed of a mixture of recycled and crushed glass and asphalt. More than 70 tons of glass, which would have otherwise contributed to litter and solid waste problems, were gathered by Spokane youth groups. They were paid $20 per ton for the glass by the Northwest Glass Association and Rainier Brewing Company. A portion of those funds was contributed to the Washington Association For Retarded Children, which hired the retarded to do the actual sorting of the glass at the collection site.

In addition, they helped recycle 2,700 lbs. of assorted aluminum materials and were paid at the rate of 12¢ per pound, a premium of 2¢ per pound by Reynolds Metals and the industry group. All the aluminum was later recycled. The Washington Asphalt Association contributed to the paving costs and gave technical assistance in the application of the new paving process.

Murray Luther, Rainier's Civic/Community Relations Director, said, "We initiated and sponsored the program with the objective of demonstrating that our environmental problems are not insurmountable if we all, both industry and people, combine our talents and efforts. Another objective was to provide something that would be a part of Expo '74, and later, of Spokane, when the site becomes a city park." Years from now, the many young people who played such an important part in the pathway program will be able to return with their children and point with pride to the part they played in making Expo '74 happen.

expo'74
World's Fair
Spokane,USA

WHILE VISITING EXPO
TAKE YOU OUT TO THE BALLGAME
SPOKANE INDIANS
1973 PACIFIC COAST CHAMPS
AAA Baseball at the Fairgrounds
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FOR TICKETS & RESERVATIONS

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SINGLE OR COMBINATIONS

KINO-AUTOMAT IS SPACE AGE CINEMA

Viewers at Kino-automat, a new kind of space-age cinema in Washington State Pavilion, have the chance to play Director.

At freeze-frame intervals during the 70-minute color comedy about a bumbling Everyman, live actors ask viewers to vote on further action by pressing electronic buttons on one of the specially-equipped theatre's 400 seats.

Did Everyman cause his apartment-house fire? Should he crack his enemy over the head with a wine bottle?

Kino-automat, a presentation of Sterling Recreation Organization of Seattle, and Film Export Company of Prague, premiered with great success at Montreal's Expo '67. This marks its West Coast debut.

Sterling has plans to bring Kino-automat to Seattle following Expo '74.

Raduz Cincera, leading Czech filmmaker, conceived the idea for decision cinema and produced the film.

Czech filmmakers and films in the past dozen years have been favorites at international film festivals: Milos Forman ("Loves of a Blonde," "Taking Off"); Jiri Menzel ("Closely Watched Trains"), and Jan Kadar ("The Shop on Main Street").

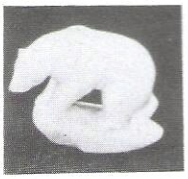
Kino-automat has profound implications for the study of decision-making processes and of mass behavior, not to mention for the assessment of entertainment tastes.

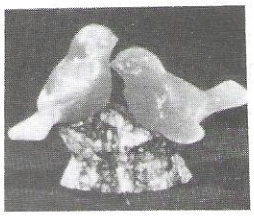
Several universities have made successful psycho-sociological studies in these areas.

OVER 2500 STONE CARVINGS

from the

U.S.S.R.





- POLAR BEAR
- URAL GIRL
- MASTER OF THE TUNDRA
- MAMMOTH
- FISH, OWLS, ETC.

ALSO WOOD CARVINGS AND WORKS OF CAST IRON FROM RUSSIA

MOST ITEMS FROM $4 TO $12

Jade Carvings
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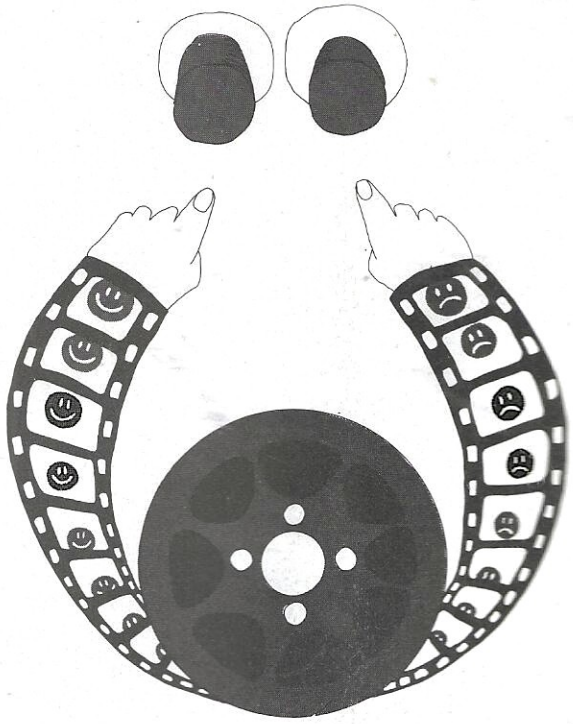
JADE TREE IMPORTERS
ESTABLISHED 1960
104 NORTH HOWARD IN FIDELITY PLAZA

KinoAutomat Decision Cinema

PRESENTED BY STERLING RECREATION ORGANIZATION and FILMEXPORT OF PRAGUE



EXPO '74 SPOKANE, WASHINGTON · THEATRE LOCATED IN THE WASHINGTON STATE PAVILION

BE SURE TO SEE

THE FASCINATING

AMERICAN FOREST PAVILION

Find out how America's renewable national resource is managed today . . . to meet tomorrow's needs.

ELEVEN LETTERS — A WAY OF LIFE

In the beginning man worried about his survival over natural phenomena. Unknowledgeable and fearful of nature early man devoted much of his time to coping with his surroundings.

As man has domesticated and sophisticated, the roles have insidiously, inexorably been reversed. Today — in this year of 1974 — it is nature which is compelled to cope with man . . . his dreams . . . his follies . . . his machines.

In 1962 Century 21 was presented in Seattle, Washington. Century 21, a world's fair wedded to science and industry. It was then written that "man was the only one of earth's creatures with the power to shape his own environment." Twelve years later, what man is shaping is difficult to reconcile with his dreams and desires.

The key word is **environment**. Venerable Noah Webster has two definitions of environment. 1. The complex of climatic, edaphic, and biotic factors that act upon an organism or an ecological community and ultimately determine its form and **survival.** 2. The aggregate of social and cultural conditions that influence the life of an individual or community.

The world's "ultimately determined form and survival" will come under close scrutiny during Spokane's Expo '74, a world's fair dedicated to Celebrating Tomorrow's Fresh, New Environment. Its symbol — the Mobius Strip — dramatizes the intertwining of fresh air, clean water, and green land. Its site on Havermale and Cannon Islands in the middle of the turbulent Spokane River is an inescapable reminder of what Expo is all about.

Even in the environmentally - conscious state of Washington, the Host City of Spokane made an early acquaintance with the harsh facts of environment. Such questions as how can you hold an environmental world's fair on a polluted river, in the center of a slum, and in a downtown area already congested with traffic and its attendant genie, smog?

The answers to these questions came in an Environmental Impact Statement. Sacred cows fell as quickly as the water cascades down Spokane Falls.

The first most visible step was land reclamation. The Milwaukee Road, Union Pacific and Burlington Northern Railroads gave the city 20 acres of island and south riverbank. The steel and concrete trestle system cutting off the riverfront from the people was torn down. Slums were cleared and a total of 100 acres of island and riverfront were made available.

What was put in their place? The Washington State Pavilion, which will become a permanent convention, civic center and opera house . . . where 2,700 people can sit under the stars for an evening concert. The United States Pavilion and an International amphitheatre, and the City of Spokane's new home for an antique carousel which the city is restoring. A total of one hundred acres of grass and trees for cracked concrete and rusty steel. Not a bad exchange.

What was exposed was a polluted river. The Spokane River Drainage Basin Depollution Committee was formed for first steps in eradicating this problem. Since the Spokane River begins in the city of Coeur d'Alene, Idaho, that city joined with Spokane and others in the basin to enlarge sewage treatment plants. Mining interests have inaugurated settling ponds to filter solid wastes. A Spokane paper mill shut down a pulp processing plant because of its sulphurous wastes. And the river now runs visibly cleaner than it did five years ago. The work is not completed. It has taken a century to muddy up the waters. It takes longer than three years to undo what man has done.

Snarled traffic and smog, the twin torments of many cities throughout the world, have been greeted by Spokane's first palliative combatants. Public Transportation is now in a five year improvement period through a grant from the United States Department of Transportation. Busses have been replaced with new emission control units. Satellite parking areas have been developed in residential areas. Ex-

press busses between downtown and the parking areas make the bus convenient for downtown workers. During the World's Fair, loop shuttles are running between the Fairgrounds and major hotels and motels. And computerized traffic signalling systems have been installed to keep vehicles moving rapidly through congested areas.

The environmental theme of the World's Fair is credited with creating the climate of awareness which lets such projects proceed. In keeping with this theme each exhibitor at Expo '74 has conformed and confirmed its belief in the contemporary world-wide problem of protecting our sole most important commodity . . . Earth.

The United States Pavilion sets the tone — unfolding the dimensions of the problems and describing solutions which industry and government evolved. Restoration and Preservation by man as he works with, not against nature.

Emphasizing each side of the Mobius Strip will be the International Symposia on Environment. The Symposia and related conferences and activities will bring together some of the foremost experts on environmental issues in the world today. People of the caliber of Nobel Prize-winning economist Wassily Leontief of Harvard, Britain's Lady Barbara Ward Jackson and France's Rene Dubos. These conferences will be held approximately every two weeks throughout the Fair's duration. In addition bi-lateral conferences between the United States and Japan and the United States and the Soviet Union have been scheduled.

Environmental topics stressed will include energy, population, agriculture, human settlements, health, resource recovery, resource development.

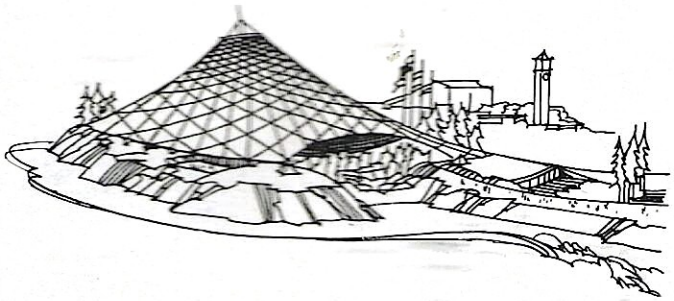
Demonstrating its concern each participating nation on its National Day will issue formal statements of commitment to cooperation on environmental issues.

Perhaps the most graphic display of what environment is all about will be the Earth Resources Technology Satellite exhibit sponsored by the United States National Aeronautics and Space Administration which will show environmental changes in the United States over a five-year period as mapped by satellite. Vivid pictures illustrating eloquent words.

All of these facets combine to enhance man's understanding of his world in order that he may use yet not abuse it. And it presents each individual a unique opportunity to change viewpoint. Man and earth are not engaged in a battle with the victor gaining the spoils. They are engaged in a partnership. The catalyst for forming that partnership is Expo '74. From its inception environment has not been an excuse for a world's fair. It has been the reason for a world's fair.

Almost two thousand years ago the Roman scholar Pliny perhaps said it best. ". . . the earth is indulgent, ever subservient to the wants of man; and though she supplies the poison, she still supplies the antidote."

The antidote is each individual who passes through Expo '74's gates, regardless of age. Armed with understanding, strengthened with foresight of what is, can, and will be done and **his** personal commitment toward ensuring these solutions will be accomplished, is what Expo is about. At that time the Mobius Strip ceases to be a symbol but a goal which can be achieved now.



FAMED PAINTING

Emanuel Leutze's celebrated painting of "Washington Crossing the Delaware" . . . which recently sold at an auction in New York for the highest price ever paid for an American picture, $260,000 . . . is on display at Expo '74.

INDIAN CENTER

The Pacific Northwest Indian Center, the finest in the United States, recently opened and is located on the edge of Gonzaga University campus adjacent to the Expo site. A large, valuable collection of artifacts, Indian language manuscripts, paintings and sculpture pieces highlight the center.

☆ ☆ ☆

NATIONAL CONVENTION HERE

The 25th Annual Convention of the Pacific Northwest Danish Brotherhood and Sisterhood, is being held here in conjunction with Expo '74.

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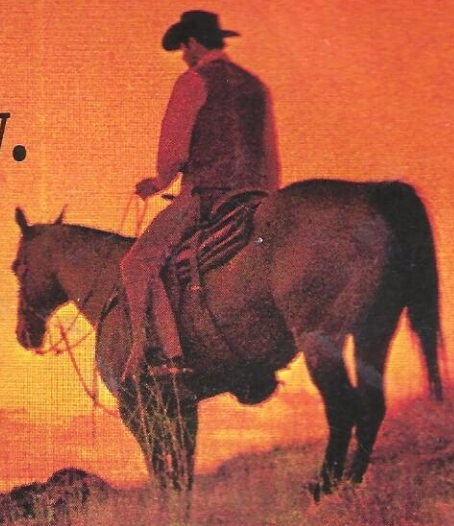

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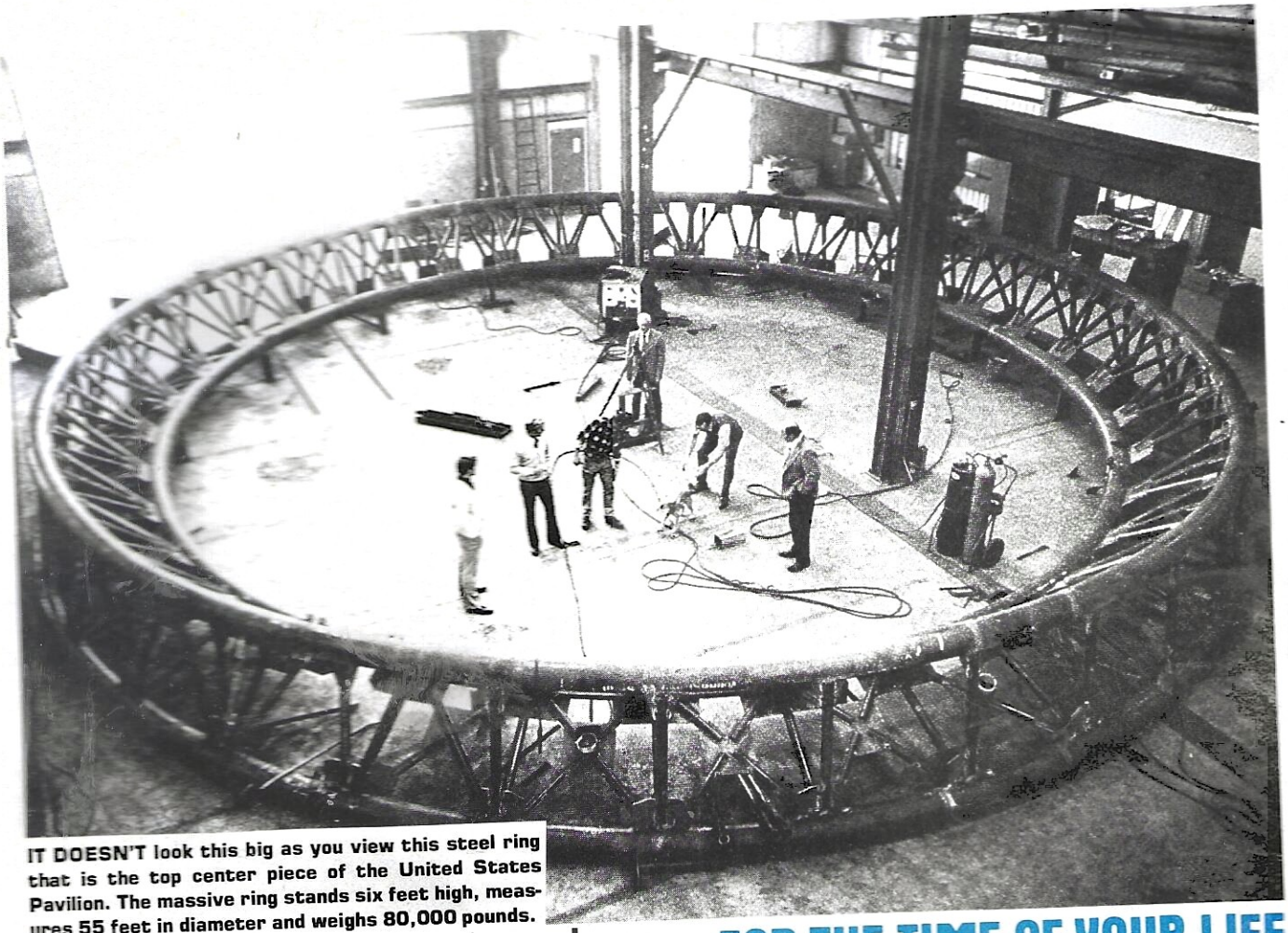
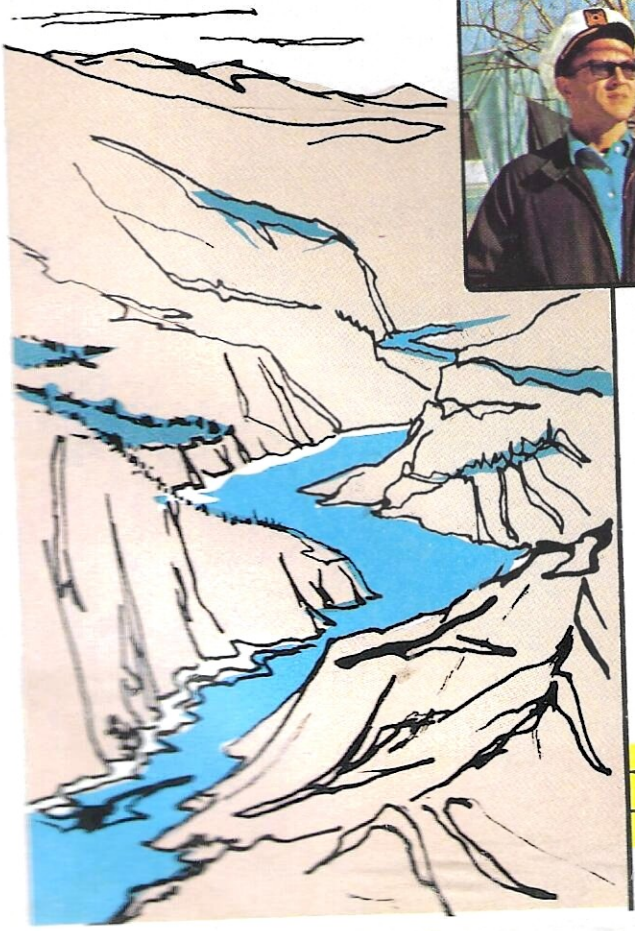
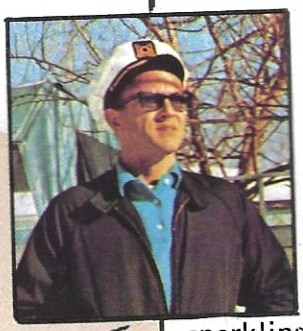


IT DOESN'T look this big as you view this steel ring that is the top center piece of the United States Pavilion. The massive ring stands six feet high, measures 55 feet in diameter and weighs 80,000 pounds.





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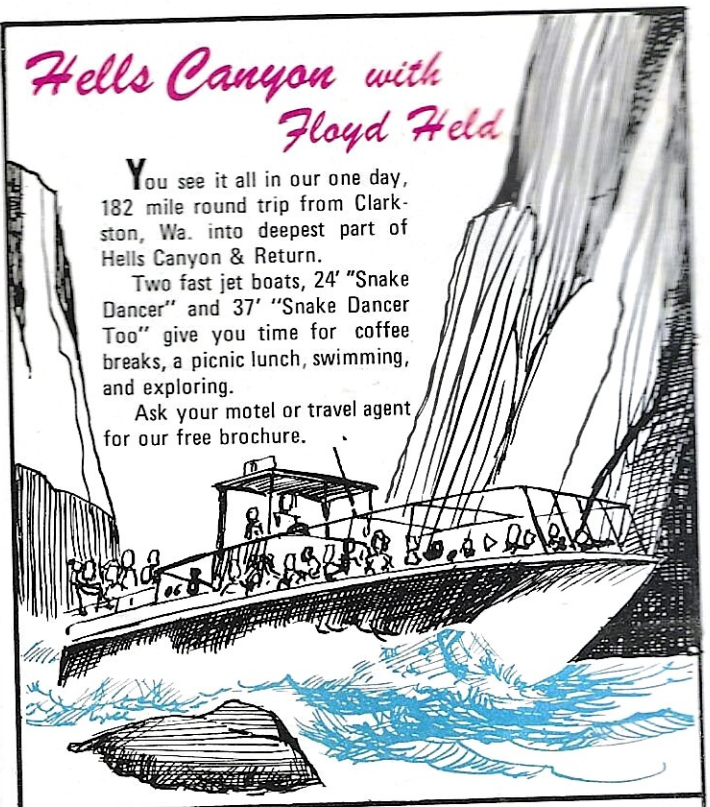

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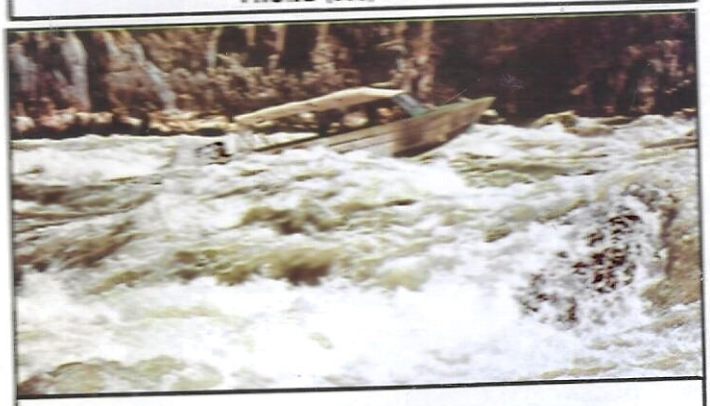

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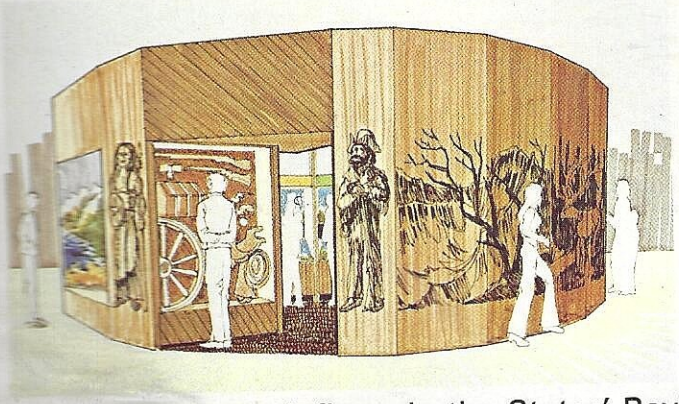
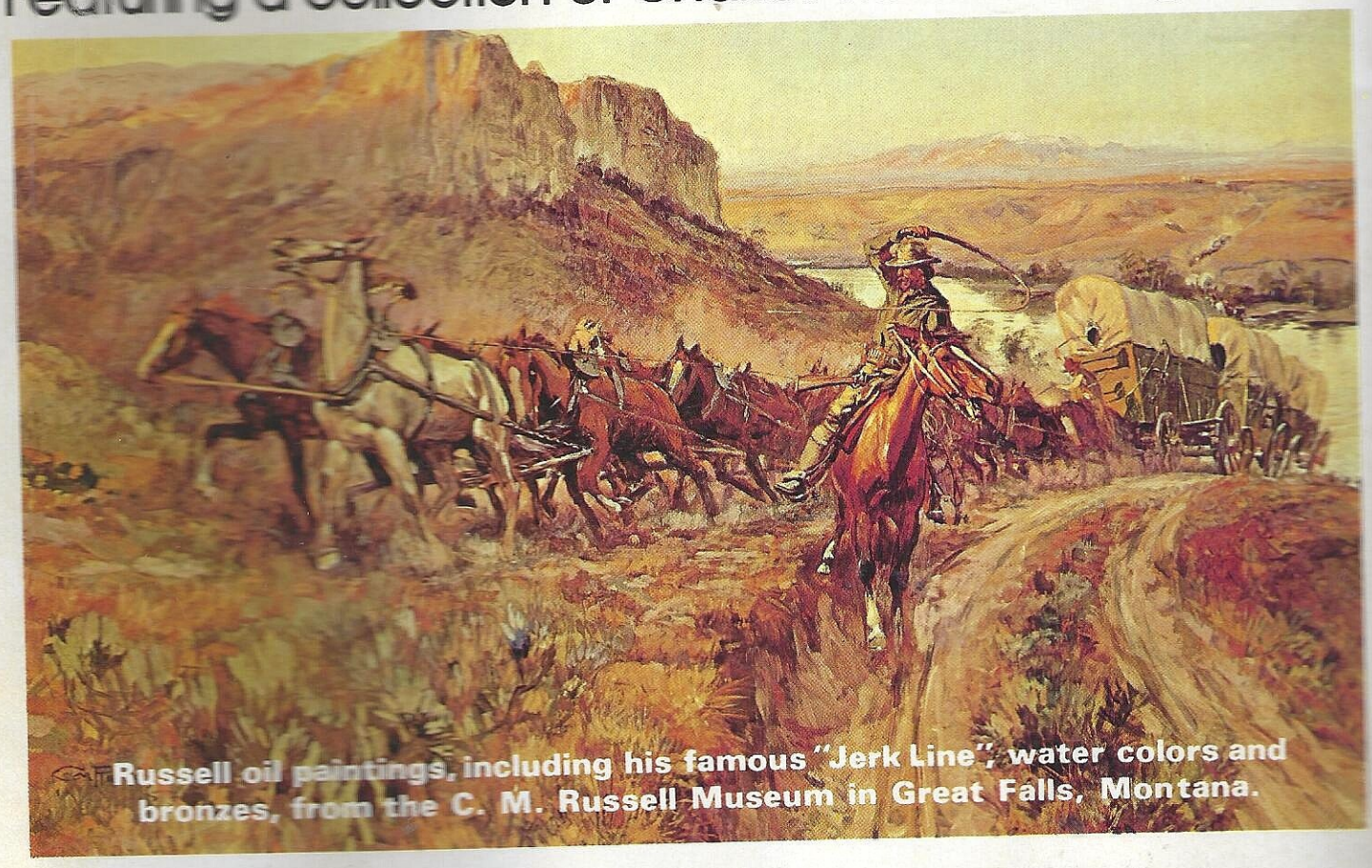


Next to the German Hofbrau in the States' Pavilion

Featuring a collection of Charles M. Russell original art



Russell oil paintings, including his famous "Jerk Line", water colors and bronzes, from the C. M. Russell Museum in Great Falls, Montana.

- See a Montana gold nugget collection and sapphire collection.
- Multi-media three-screen slide presentation on Montana.
- Montana Travel Information Center with free maps, brochures and state guidebooks available.

100 YEARS . . . FOUNDING TO A WORLD'S FAIR

In the spring of 1873, two travelers rode out of the hills to a small campsite along the Spokane River. James N. Glover and J. N. Matheney of Salem, Oregon immediately decided their search was over: the place was ideal for a settlement in the raw frontier.

By fall, that vision was reality with a new sawmill and a population of 100.

The century that followed saw Spokane develop into a major metropolitan center of over 250,000 persons, who again had visions. That small encampment by the wild water falls is now the site of a stellar international event, the 1974 World's Fair.

The two visions of Spokane — Glover's vision of a settlement and modern Spokane's vision of a World's Fair — are actually tied to each other by more than location. The latter is a direct result of memories of the former.

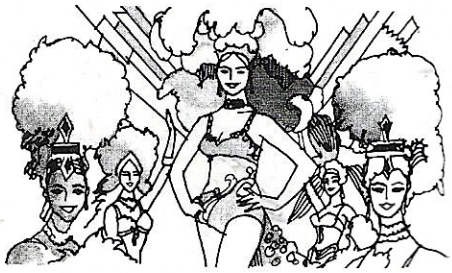
In the mid-1960s, civic and business leaders of Spokane began to discuss a celebration in commemoration of Glover's dream. They discussed a small, regional exposition, with outdoor recreation as its theme. Before planning could go further, however, an economic feasibility study was needed to show if enough money would be generated to pay for the estimated $10 million it would cost.

They were astounded at the report, prepared by Economic Research Associates of Los Angeles. The report seemed to discourage a regional celebration. Rather, ERA said, hold an international exposition themed to the environment. Such an event would attract nearly 5 million visitors, and it would mean an economic impact of $125 million to the state.

That report started the thinking that led to the World's Fair. The first step was to interest the State of Washington in participating, as they had in Seattle's Century 21 ten years earlier. Also needed was federal recognition of the efforts, so that Expo '74 would be an official international event. For World's Fair status, approval of the Paris-based Bureau of International Expositions was needed. And, all had to agree by the fall of 1971, or there would not be time enough to build the Fairgrounds and open the gates in May 1974 (already a year after the official centennial year, but by now the event was considered more than a regional birthday party).

In March 1971 the State agreed. They would build a permanent pavilion with a 2,700-seat Opera House and a large convention space for their exhibit. The State's investment in that pavilion is now $11.9 million. The City of Spokane agreed to develop a riverfront city park for $5.7 million. With that show of local support, Expo '74 knocked on the doors of Congress, requesting recognition of the plans for an international event. Congress agreed in October 1971, just in time for Expo '74 to approach the BIE in Paris, and the magic words "World's Fair" were applied November 24, 1971.

Spokane has come a long way from the campsite by the falls that attracted two saddle weary travelers a century ago, but those same waterfalls were once again instrumental in the future of this inland Pacific Northwest metropolitan center, host of the 1974 World's Fair.



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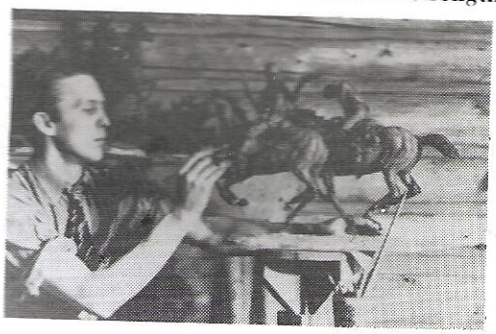

Earle Erik Heikka (1910-1941) was born in Belt, Montana. As a youth, he spent hours in the studio watching Charles Russell work. By the time he was eighteen, he was turning out sculptures that are today considered masterpieces.

Working as a ranch hand at film star Gary Cooper's ranch, Heikka's maturing sense of form, idea, and understanding gathered the attention of artists, critics and laymen. His works are accounted for by art patrons in private collections and galleries.

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WASHINGTON STATE PAVILION IS MULTI-USE COMPLEX

The Washington State Pavilion, the major structure on the 100-acre site for Expo '74, is a multiple-use building during the World's Fair, with a dual role later.

The handsome state pavilion houses a theatre, an exhibition hall and an open mall in between.

The building, covering 185,800 square feet of ground space, would allow enough room to set up 25 average homes with normal size yards. It contains enough concrete that if a driveway of normal width were built, it would stretch for 13 miles.

The Pavilion rises 90 feet on the theatre portion . . . and is 40 feet high at the Exhibition Hall. A sloping roof covers the entire theatre-mall complex.

The versatile Opera House has room for an audience of 2,700, and is acoustically adaptable for symphony concerts, ballet, opera, road shows, musical stage productions, travelogues, convention sessions and lectures.

Theatre seating is continental style with entrance from a lobby completely enclosed in bronze tinted glass. The inside decor is mostly natural, with carpeted floors, fabric covered seats, and oak veneer panels, doors and louvered ceilings. Entertainment performances scheduled in the Opera House during Expo '74 include artists ranging from the Los Angeles Philharmonic Orchestra to the Seattle Opera, to Jack Benny, to Gordon Lightfoot.

Separating the theatre section from the Exhibition Hall, under cover of the sloping roof, is a 10,800 square-foot open mall which allows the free flow of visitors from the street side of the building on the south to the open spaces of the Expo '74 activities on the riverbanks and Havermale island to the north.

The Exhibition Hall . . . with the residual benefit of a convention center following Expo '74 . . . encompasses 75,000 square feet of floor space. The Hall has, as a major attraction, the Washington State Exhibit, which is designed to depict the assets and natural wonders of the State of Washington. An art exhibit, sponsored by Seattle-First National Bank, is housed in a 12,000 square-foot section on the riverbank side of the Exhibition Hall. Some 150 paintings, all on an environmental theme and by artists from the U.S. and Canada, are valued at about $5 million.

The Czechoslovakian exhibit, called Kino-Automat, is shown in a 400-seat theatre and is designed to allow the viewer to participate in the show's final outcome.

The main story told in the Washington State Exhibit is titled "About Time," a color film backgrounded with an original musical score. Using a rear screen projection technique in conjunction with strategically located mirrors, the viewer is surrounded with sight and sound designed to give him the impression of images stretching to infinity.

The theme film, in a general way, deals with man's inter-relationship with time and his environment, and is presented in a manner to provide an educational experience about man and his ability to wisely use . . . yet preserve . . . his surroundings. And that is what Expo '74 World's Fair is all about . . . how man can live, work and play in harmony with his environment.

The entire complex was built and is operated under the auspices of the Washington State Commission for Expo '74 with Spokane business executive Luke Williams, Jr. as chairman and commissioner for the Pavilion. Pavilion director and deputy commissioner is Richard L. Kirk.

After Expo '74, the Washington State Pavilion will be a cultural center and a convention center on the landscaped south bank of the Spokane River, a part of a riverfront park. It will remain for the enjoyment and enrichment of many generations in the future.

The Pavilion was designed by the architectural and engineering firm of Walker McGough and Partners, of Spokane.

CONSTRUCTION on the $11.9 million Washington State Pavilion. The huge permanent structure required 19 months to build.

OUTSTANDING EXHIBITS HIGHLIGHT EXPO

Ever since Simple Simon met a pieman going to the fair, there have been people exhibiting their wares at fairs. The ultimate in that category is a world's fair.

Expo '74, the only international exposition presently scheduled in the United States during the decade of the seventies, serves as a showcase for the wares of American industry related to the Expo '74 environmental theme and the many-faceted American way of life.

The environmental theme has been honored by Spokane in the development of the site with landscaping and color, in the use of controlled building to blend the whole and in the review of all participants to ensure the environmental theme. After Expo, with all but the permanent structures removed, the site becomes a park in the heart of the city.

OREGON

The State of Oregon's exhibit tells the Oregon story of environmental protection, particularly in the area of air and water pollution. It includes hundreds of color

slides of the State along with sculptured displays of state efforts toward protection of the environment. The display will include over 2,000 square feet.

BURLINGTON NORTHERN

The century-long love affair Americans have had with its railroads will not be overlooked at Expo '74 as the Burlington Northern line presents its award-winning film "Portrait of a Railroad." The Burlington Northern Pavilion itself may win awards for its setting on the bank of the Spokane River. One side of the theatre is glass overlooking the spectacular falls, the remainder is made of natural materials. The Portrait's double feature is a film entitled "Partners With Nature" which tells of the railroad's cooperation with nature in use of its properties. Burlington Northern is one of three railroads which donated its land to Spokane for Expo and the subsequent riverfront park.

SMITHSONIAN INSTITUTE PAVILION

For the first time ever, the renowned Smithsonian Institution is participating in a World's Fair with its Folklife Festival. Its theme park presentation, "The Northwest: A Gift of the Earth", brings together many hundreds of Northwest area participants throughout the six months' run of the fair, demonstrating the arts and crafts of their varied heritages.

The numerous and colorful ethnic groups of the Northwest will be represented by song, dance, food, crafts, ceremonials, and celebrations in a series of mini-festivals within the theme context of the 3½-acre Park.

ENERGY PAVILION

The overall idea behind the 13,000 sq. ft. Energy Pavilion is purposeful progress in solving our energy needs.

The world runs on energy. It is the very basis of life on this planet. Finding adequate sources of energy in all its forms and putting it to intelligent use is the long range goal. The story of how we may do this is told in the Energy Pavilion's story development along the lines of conservation, recycling of materials and new types of energy.

The essential message for visitors to the Energy Pavilion is the creative spirit and unconquerable optimism of the human race. Faced with the major problem of our time — the energy/environment crisis — researchers are undertaking exhaustive explorations to find solutions. In the problem they see both the challenge and the hope of our future.

FORD PAVILION

The Ford Motor Company stresses its concern for the environment with a triple feature pavilion: an environmentally oriented film, an indoor exhibit that will translate the message of the film to the realities of enjoying and living in the outdoors, and an outdoor display that will emphasize the same ideas.

The aim of the exhibit, which will cover 12,500 sq. ft., is to show that everyone — individuals, corporations, communities, nations — is responsible for making proper use of the earth's resources.

GENERAL MOTORS PAVILION

"Mobility in Harmony with our Environment" is the theme for the 20,000 sq. ft. General Motors Pavilion showing how the corporation keeps its products compatible with the environment.

The exhibit will feature more than 40 displays, including a live science state show, a mass transit "people mover," animated exhibits on emission controls, ecology, pollution control, vehicle safety and alternate power sources.

GENERAL ELECTRIC

General Electric's participation at Expo '74 is the "Up With People" show. "Up With People" is an independent, non-profit educational corporation, 300 young men and women, 17 to 25 years old, in a kaleidescope of music in dance and song from rock to folk music, featuring original material tied to the Expo '74 theme. Eight shows daily will be presented in the Energy Pavilion and a two-hour show in the Performing Arts Building.

THE BELL SYSTEM

The four-part pavilion of Pacific Northwest Bell Corporation expresses the theme of "Movement" in a unique 13,000 sq. ft. building with open-trussed roof, linear wall

panels and reflective glass which expresses a feeling of fresh, open space and movement.

It includes a theatre seating 400, a Telephone Garden — tree-shaped nook in which entertainment and art programs are presented — and the exhibit reflecting the main theme of the multi-media presentation.

BOEING

An international amphitheatre seating 1,000 on the Eastern tip of Havermale Island is the Boeing Company's contribution, along with the City of Spokane, to Expo '74.

It will emphasize an informal, relaxed atmosphere, with heavy use for cost free events such as concerts, craft-work demonstrations and official ceremonies.

Recycled materials are used in the construction, with emphasis on grass terraces and brick patios.

EASTMAN KODAK PAVILION

A soft-shelled, air-supported structure of alternate panels of "Kodak red and Kodak yellow" fashions the 4,000 sq. ft. pavilion of Eastman Kodak Company on an 8,000 sq. ft. site. The pavilion is constructed of heavy-duty nylon, supported by air and "four main posts". It consists of a theatre serving 225 film viewers who will see their environment in the international language of photography.

In addition to photography, which assists man to understand the world's environmental problems, 15 Kodak employees will be on hand to answer visitors' questions regarding film, cameras and other aspects of photography.

CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS

"Ancient America Speaks" is the theme of the pavilion of the Church of Jesus Christ of Latter Day Saints.

Two theatres showing the 15-minute movie "Ancient America Speaks" produced by Brigham Young University, and dioramas, artifacts and literature will tell the story of the rise and fall of ancient American civilizations as related in the Book of Mormon.

SERMON FOR SCIENCE PAVILION

Moody science films and live stage demonstrations from the Moody Institution of Science will be presented in the 3,600 sq. ft. Sermon for Science Pavilion.

AMERICAN FOREST PAVILION

A cosmic view of the nation's forests, a brief look at the forest cycle and the problems and opportunities man has to deal with in managing the forest resource are some of the features of the 4,400 sq. ft. American Forest Pavilion on a 7,967 sq. ft. site. The theme of the presentation is that every individual is involved in the forest, even if he never goes there.

WASHINGTON

The main story to be told in the Washington State Pavilion is titled "About Time", dealing with man's inter-relationship with time and his environment. It is designed to provide a positive experience concerning man and his ability to wisely use, yet preserve, his surroundings.

The 185,000 sq. ft. pavilion includes a 10,800 sq. ft. theatre mall, a 75,000 sq. ft. convention center and a 90,000 sq. ft. theatre.

MONTANA PAVILION

The 500 sq. ft. exhibit from the State of Montana shows what is being done to improve and maintain the "good and special quality of life" in Montana. It includes historical facts and memorabilia and Indian, cowboy and pioneer artifacts, as well as a film promoting Montana's natural resources, wilderness and recreation areas.

WASHINGTON STATE UNIVERSITY

Washington State University is presenting "Water and Its Uses" in its $300,000 exhibit, none of which is State money. Funds are donated or Federal, with the largest source from the National Bank of Commerce (Seattle) which donated $150,000. A large scale model of a non-existant hydrographic model of a river basin, developed by the Albrook Hydraulic Laboratory of WSU shows changes that occur in a river basin through the seasons and the effect of various uses of water by man. Dr. John F. Osborn, director of the Albrook, and Manuel T. Arce, associate hydraulic engineer, are the exhibit directors.

In 1971, we began a major campaign for a cleaner environment. Here are the latest results.

Rainier's recycling program is working.

Through February, we've reused or otherwise recycled more than 50% of all the recyclable bottles and aluminum cans we've produced since the beginning of our program in April of 1971. That represents more than 167,000,000 containers that did not contribute to the Northwest's litter and solid waste problems.

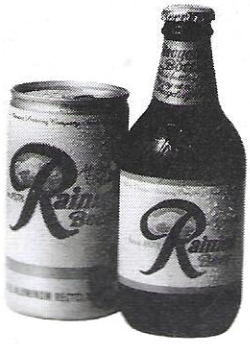
Edwin S. Coombs, Jr., President, Rainier Brewing Company

So far, concerned people throughout the Northwest have received more than $2,200,000 for returning our containers to us, our distributors or to recycling centers.

To everyone who helped us achieve these results, we offer our sincere thanks. Rainier genuinely shares your concern for the environment and we will continue to strive for 100% reuse of all of our containers and packaging materials.

As an extension of our basic commitment to recycling, we are extremely proud to have participated in the development of the Expo '74 "Theme Stream Pathways" program, which involved the collection of more than 70 tons of glass by Spokane youth groups for use in a new paving material now in use on the Expo grounds.

Results like these prove that by working together, we can help preserve the beauty of our great Northwest.



Rainier Brewing Company, Seattle, Washington

We hope you enjoy your visit to EXPO and when you're in Seattle, you're invited to visit our brewery, weekdays 1 to 6 pm at 3100 Airport Way South and see how we make Mountain Fresh Rainier.

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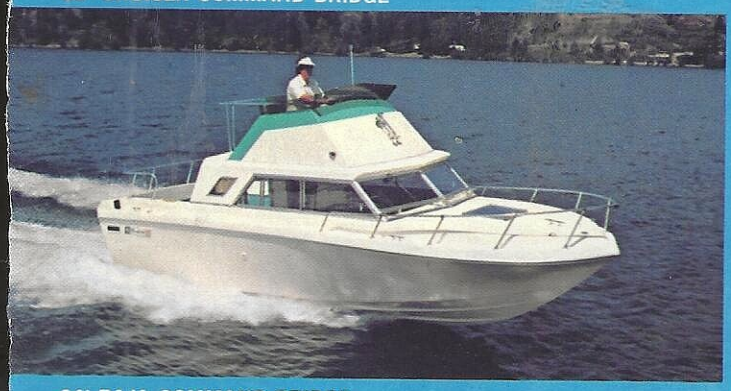

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22½′ SITKA COMMAND BRIDGE

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FIBERFORM has grown to span a continent with manufacturing facilities also in Edenton, N. Carolina and distribution centers in Canada and abroad. Now one of the nation's largest pleasure boat manufacturers it features 51 models in the '74 fleet from 14′ runabouts to luxurious 28′ Command bridge models. Wherever you go, you'll find a FIBERFORM dealer who'll be glad to show you a way to keep ". . . the good times" going with your own beautiful FIBERFORM, the pleasure boat with real class.

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We at Wendle Fordtown hope you will take the time to see some of this natural beauty. Our lakes, mountains, rolling farm lands and historical mining towns are what our environment is all about.

1974 is the 30th anniversary of Wendle Ford serving Spokane area residents. If we can be of service to you for any of your automotive needs, service, parts, or even a 1974 Ford as a souvenir of EXPO '74, we're only a left turn away from the EXPO sight.

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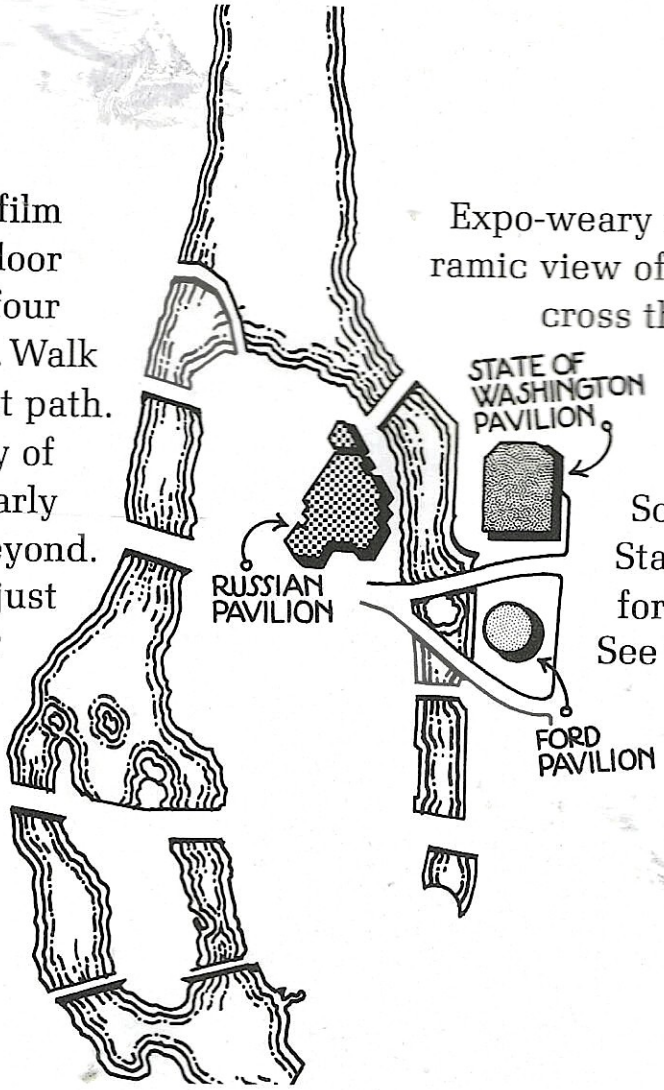
Trace the history of outdoor living from early times to today and beyond.

Or, if you want, just stop by and rest your Expo-weary feet and enjoy a panoramic view of the fairgrounds. Just cross the "wishbone" bridge of Stevens and Washington Avenues located between the Soviet and Washington State Pavilions and look for our distinctive dome.

See you at the fair.



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from Expo Grounds

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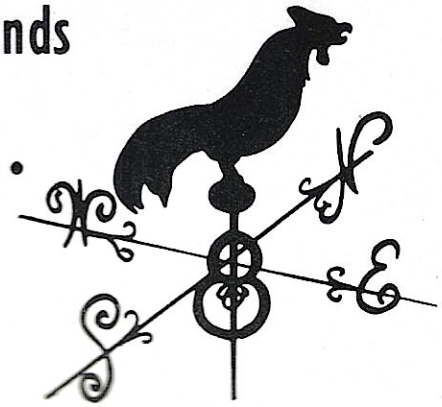

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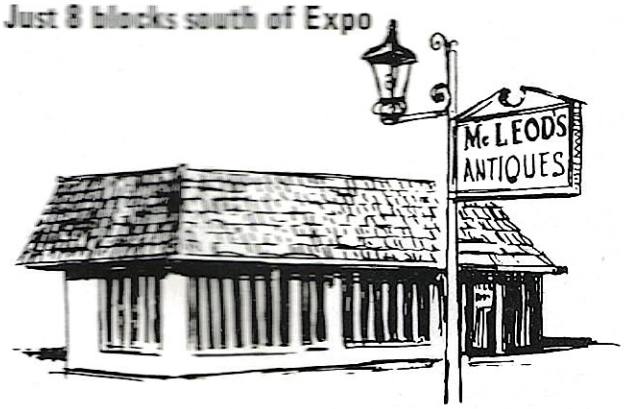

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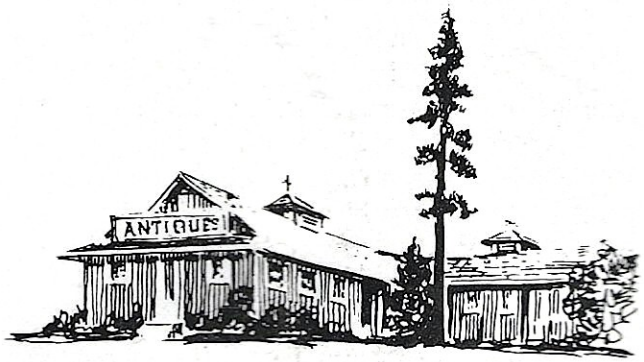

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EXPO OFFERS THE WORLD FOR $10

In the Sixties the rage was Europe on $5 a day. Expo '74 is presenting around the world in one day for $10. Even with inflation it would seem you're getting more mileage out of those extra five dollars.

The best part of the whole tour is no passport, visas, or innoculations are required, and you find you won't be suffering from jet lag. Tired feet, perhaps, but no jet lag.

The eleven countries on your itinerary are West Germany, Iran, Soviet Union, Australia, Japan, Korea, Taiwan (Republic of China), the Philippines, Canada and the United States. Plus this there are 27 other exhibits.

Just how do you spend your $10? The first wallet dipper is for admission which comes to the same price as Disneyland — $4.

Now that you're in the gate, you'll notice your hand was stamped which means you can go out and return the same day or evening with your hand acting as open sesame.

From the gates on it's going to be difficult spending money if you keep to the pavilions . . . and that's what you're there for, right? The largest is the U.S.S.R. — 54,500 square feet. Visually you see the restoration of historical monuments destroyed during World War II. Places like Leningrad, Moscow, Kiev, and Minsk, as well as the building of new areas of these famous cities. There are examples of using waste products for the manufacturing of building materials.

Mexico highlights its famed mariachi bands as well as archaeological wonders.

The Republic of China features live performances and tableaux showing how man lives, works, and plays in harmony with his environment. Japan will also show the life style of its people. The Philippines demonstrate crafts and handiworks including wood carving, weaving of hats and textiles, as well as the House of Shells.

Commercial exhibitors include GM with its cutaway car as well as an experimental car with foam chassis and body which is squeak, rattle, and vibration free. Music is GE's feature . . . rock to folk . . . with the Up With People Group.

In art there are 125 noted paintings of the 19th and 20th centuries by American and Canadian artists on display at the Washington State Pavilion. Canada's alone is a $4 million exhibit. All of the paintings are on loan and have been gathered for Expo by noted San Francisco art critic Dr. Alfred Frankenstein.

Institutional pavilions show NASA satellite films of the United States environment as it was five years ago and as it is now.

The prestigious Smithsonian Institution is presenting a panorama called "The Northwest: A Gift of the Earth." Every facet of this gift will be examined from Indians carving totem poles, salmon fighting upriver ladders to spawn, early railroad wars, to the awesome Grand Coulee Dam.

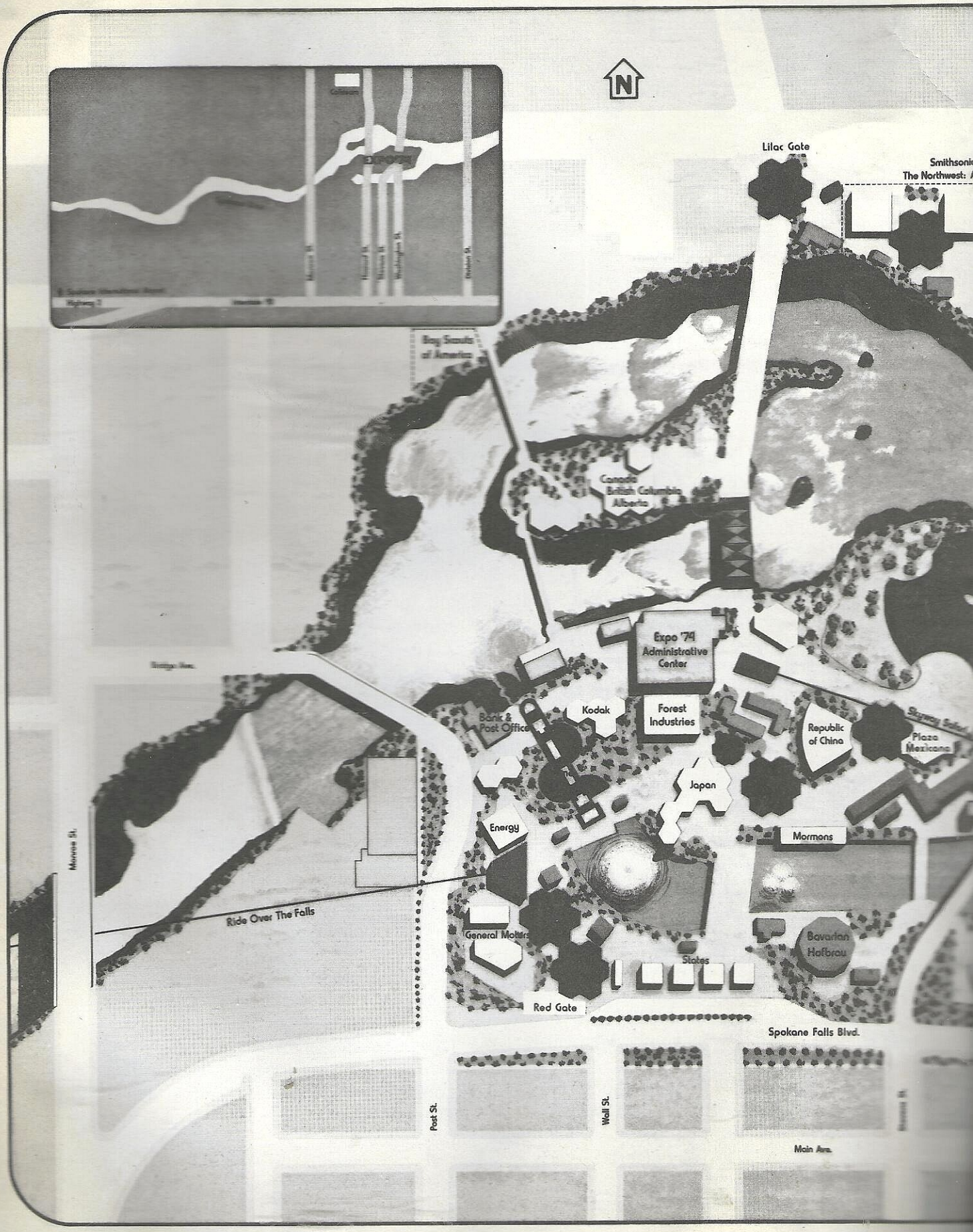
After watching the mighty waters of the Columbia being manipulated to man's use, you must be thirsty. You'll find public drinking fountains as plentiful as kids at the midway. But if you want to part with 20 to 40 cents, you can buy anything from a hot drink to an ice cold beer.

In the Hunger department the prime requisite is a steel-like determination. All those sights and smells can wreak havoc to willpower. The average dish price from food stands is projected to be 70 cents. Or you may decide to brown bag it and eat your lunch at a tree-shaded grotto overlooking the south channel of the white-foamed Spokane River.

For dinner you may partake of anything from Belgian waffles to pizza . . . French onion soup (the real thing) to Philippine Camaron Rebosado (jumbo prawns stuffed with beef and pork). Curry from India, tempura from Japan or authentic fried rice from China (there **is** a difference), or the ubiquitous hamburger. It's all there for consumption at prices ranging from that 70 cents to $3 for a formal, sit-down dinner.

If you haven't eaten dinner yet, you've spent $3.80 so far (assuming you had beer instead of coffee). You can buy a souvenir

(CONTINUED ON PAGE 154)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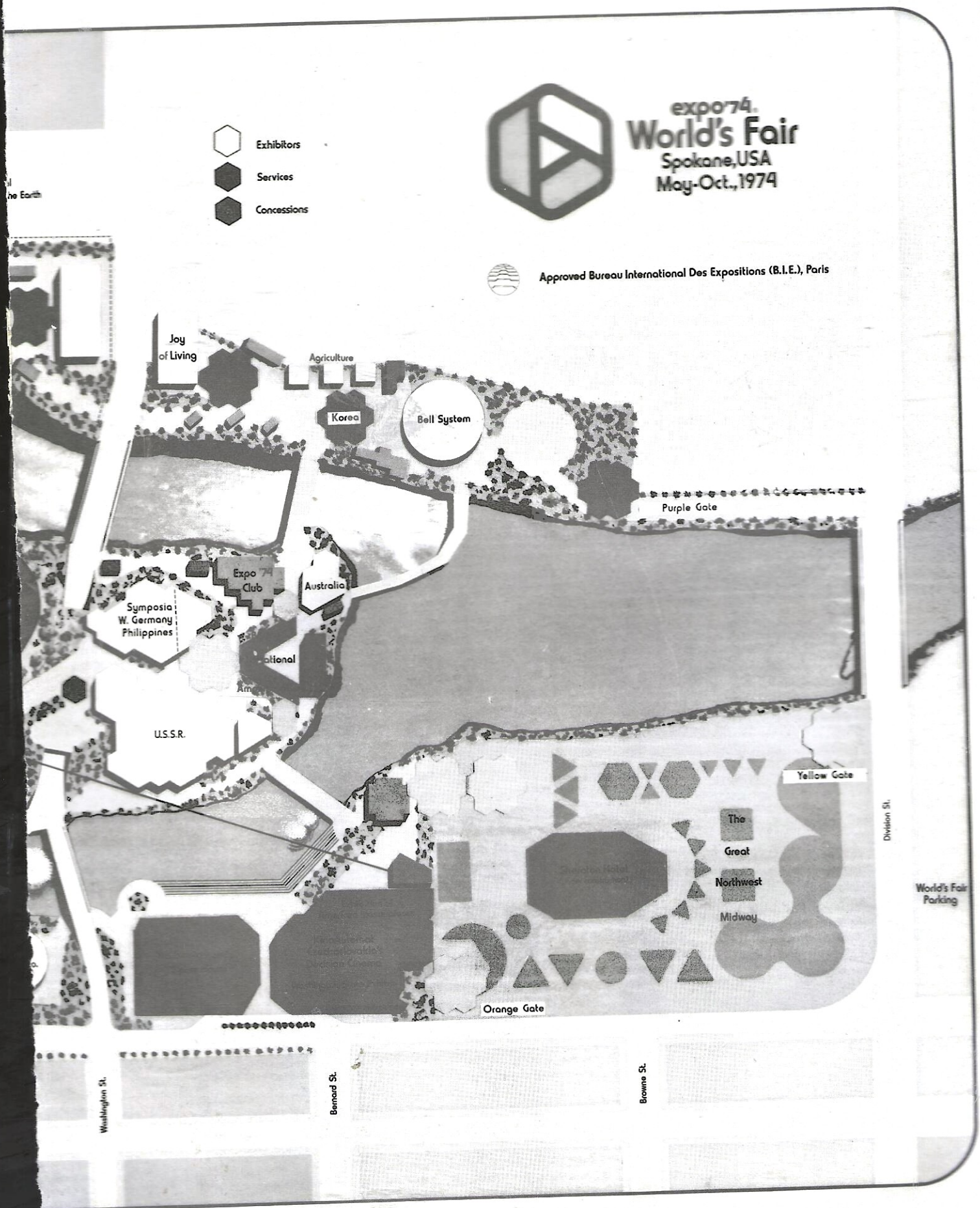
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Yellow Gate
The Great Northwest
Midway
Orange Gate
Division St.
World's Fair Parking
Washington St.
Bernard St.
Browne St.

(CONTINUED FROM PAGE 151)

for the folks back home (an oyster guaranteed to have a pearl) or a monkey pod carved salad bowl. Depending on which of the 184 days you are attending Expo, your splurge could be the Los Angeles Philharmonic for $5; Championship Skaters of the Soviet Union for $2; Helen Reddy at $3.25; "Don Juan in Hell" with Myrna Loy, Ricardo Montalban, Edward Mulhare and Werner Klemperer for $3.50.

Assuming you saw Helen Reddy for $3.25 and spent $2 for dinner, you wallet is minus $9.05. If you're still not ready to call it a night and are feeling flush, over 350,000 square feet of amusement park beckons.

If we overlook your indulgence at the Amusement Park, your tab for a one-day tour of the world at Expo should be $9.05. Unless you're a big tipper, all you have fractured is a ten dollar bill. With what's left you should have just enough to buy some epsom salts in which to soak your aching feet.

SPOKANE . . .
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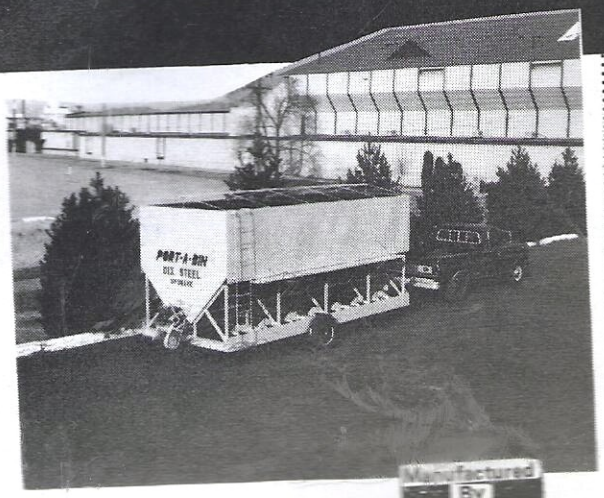

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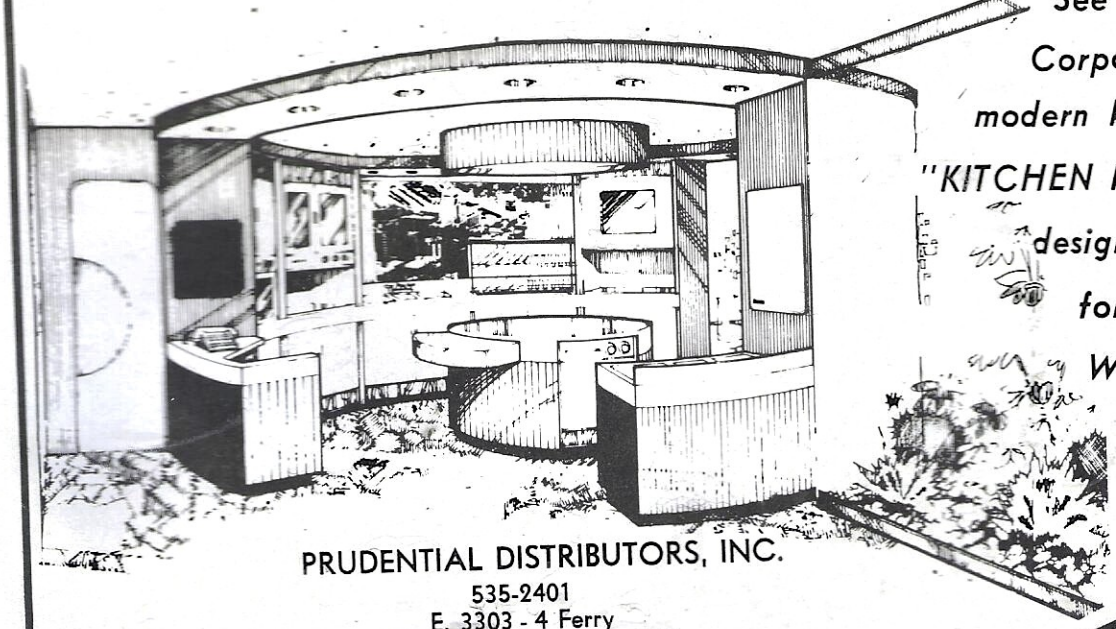

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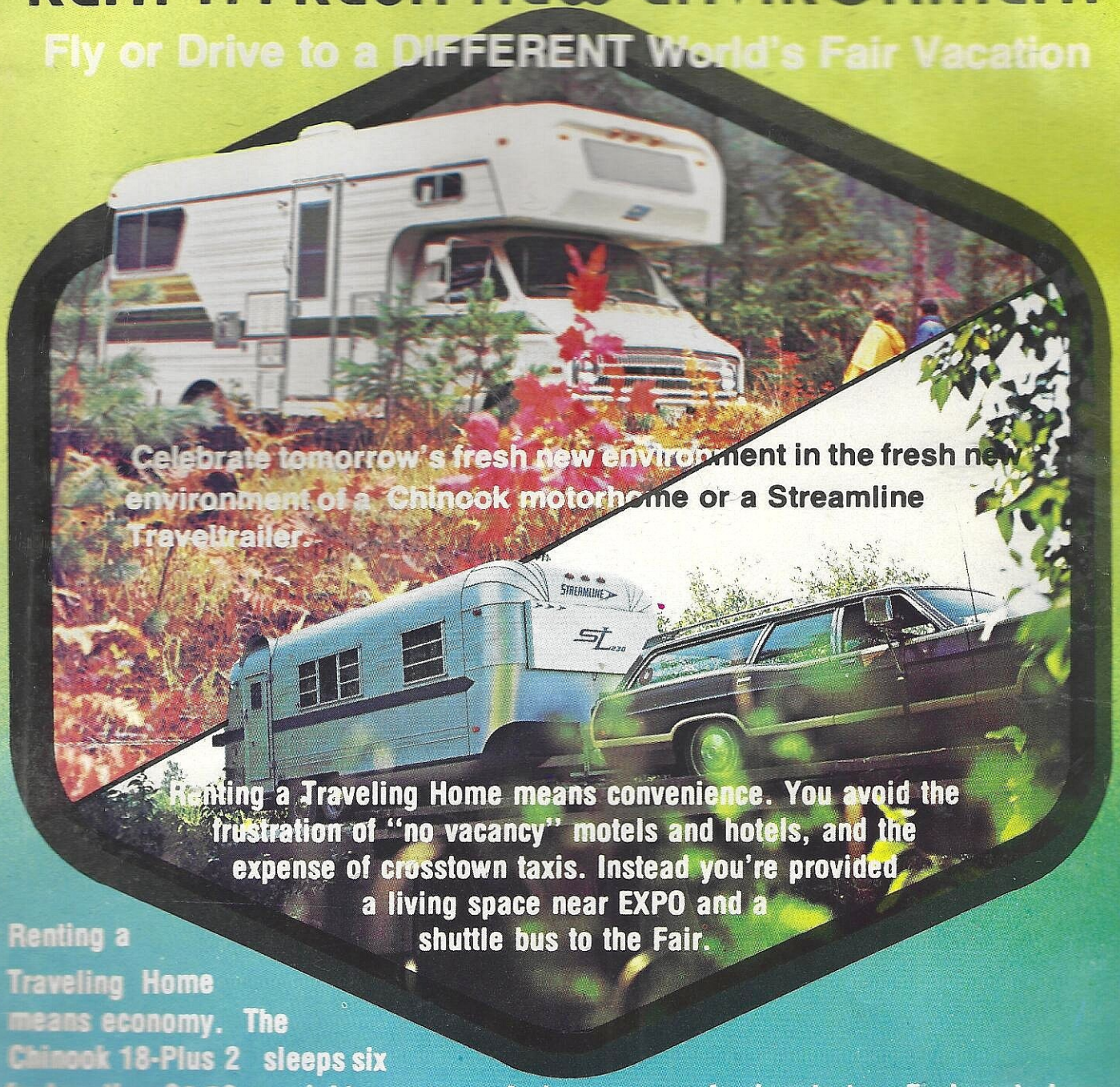
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Renting a Traveling Home means travel. After you see EXPO '74, explore the Pacific Northwest in your Chinook or Streamline Trailer.

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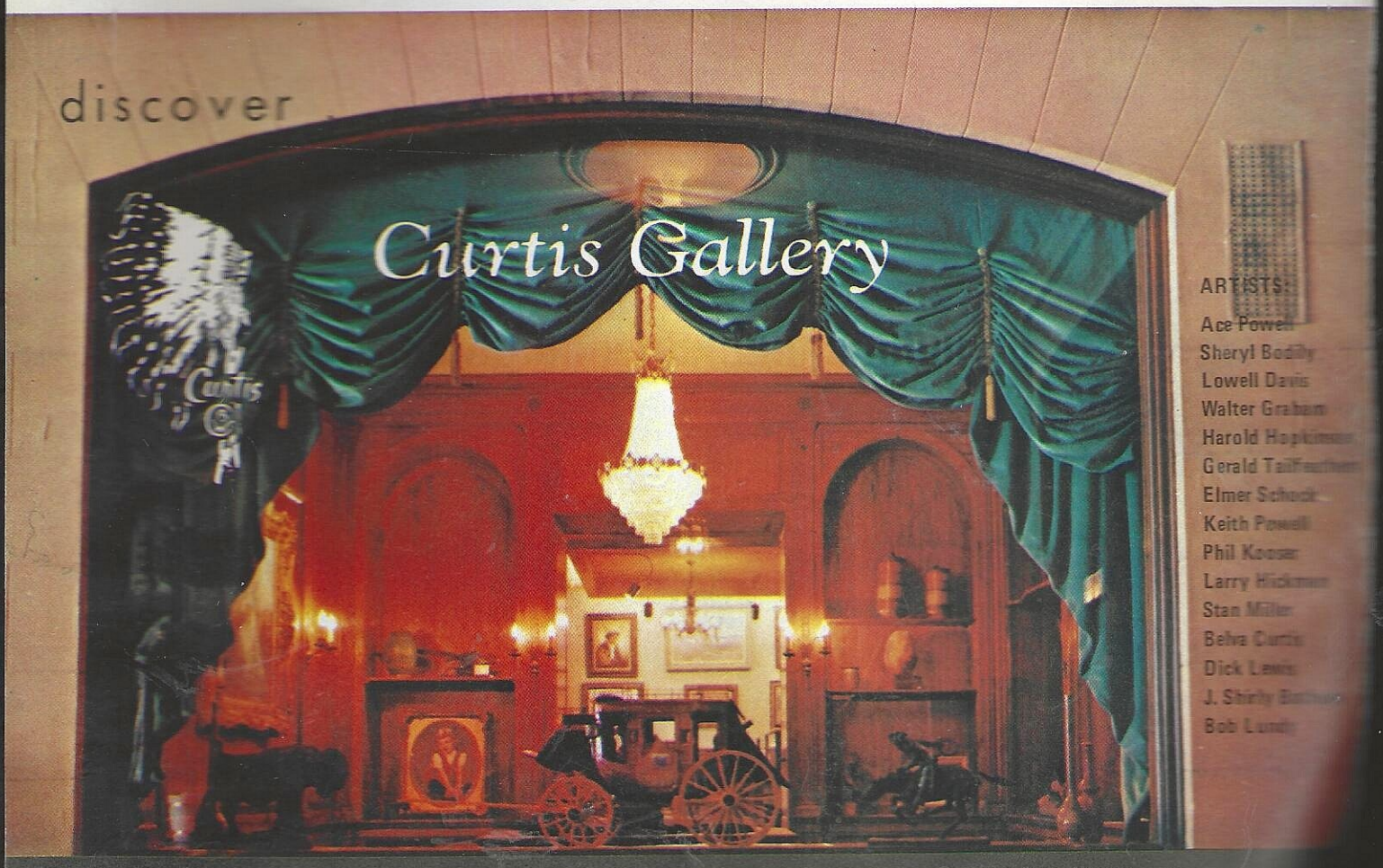
EXPO '74 WORLD'S FAIR HONORS DANNY KAYE

Entertainment star Danny Kaye, a near-legend to children and a favorite of parents around the world, was honored with a special Expo '74 Humanitarian Award in opening ceremonies of the World's Fair here May 4.

Kaye, known for his world tours in support of the United Nations International Children's Education Fund, was chosen for the award "because of his ability to make people laugh in all languages — the type of spirit that typifies world fair fun," said Tommy Walker, Expo Management and Entertainment Consultant.

"Danny Kaye's ability to bring people together through an appeal to their sense of humor is what a world's fair is all about," Walker said. "He transcends language differences and national boundaries. He's a world citizen — one of America's great unofficial ambassadors of goodwill."



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ARE YOU AN AVERAGE FAIR GOER? IF NOT, WELCOME ANYWAY

As you stroll around the beautiful Expo '74 site and notice the many persons doing the same, have you wondered who they are, where they came from and when is the busiest time at the World's Fair?

A survey prepared for Expo '74 shows August being the busiest month with an estimated 1,329,000 visitors, but persons living within a 200-mile radius of Expo favor June. During June, 240,000 persons from the surrounding area are projected to pass through the gates.

That compares with 217,000 during each of the months of July and August while the number goes down to 139,000 for the months of September and October. Closing day, however, is expected to be one of the busiest of the Fair.

Expo is designed to accommodate 40,000 persons per day, though attendance could exceed that on a few days during the period.

If you are interested in other facts, during a 12 hour day and an average length stay estimated to be 7 hours, only 30,000 persons are expected to be on the grounds at one time during a "design day." A "design day" is defined as being a day in which attendance reaches the 40,000 person mark for which the site is designed.

More facts: an average visitor spends seven hours on the Fairground . . . 30 minutes eating . . . 30 minutes shopping . . . 1½ hours on amusements . . . 45 minutes walking and resting . . . three to four hours visiting the exhibits.

During the seven hours, the average adult spends $7.14 including parking, food and beverage, merchandise, entertainment and amusement.

The average tourist is spending one or two days of his vacation touring the fair.

Persons living close to Spokane visit the fair an average of 5.5 times.

If you're not average . . . above or below . . . we still welcome you to Expo '74!

SPOKANE, USA: REBIRTH BY THE RIVER

Like most other major metropolitan centers throughout the world, Spokane is finding that the past century of growth and development has produced conflicts between man and his environment.

Unlike other major metropolitan centers, however, Spokane is hosting a World's Fair, Expo '74, with the environment as its theme.

And the preparations are providing the people of Spokane with a unique opportunity to resolve those conflicts in a positive way.

The theme of the 1974 World's Fair is "Celebrating Tomorrow's Fresh, New Environment." For six months, Spokane is the host to the major nations of the world, leading corporations and industries, as well as environmentally concerned groups, all with exhibits related to the environmental theme. The intent of Expo '74, organizers say, is to provide a forum for international discussion about man's relationship with his environment, and to provide the foundations for solutions to the conflicts in that relationship.

But, before Spokane can lead the world to tomorrow's fresh, new environment, organizers of the Fair reasoned, Spokane ought to be somewhat of a model community in its relationship with its own environment.

The people of Spokane decided to use as their primary model the Spokane River drainage basin, a 180-mile stretch of river, streams and lakes which eventually empty into the mighty Columbia River.

The Spokane River flows through the middle of the city, and it is along the banks of this ruggedly beautiful river that the World's Fair is located.

Two islands — Havermale and Crystal — divide the course of the river into three channels. Around the smaller Crystal Island the water splashes and crashes through the upper falls, the first part of a series of rapids and waterfalls that pound through the heart of Spokane.

But, like most major waterways that flow through centers of industry and populace, the Spokane River carried waters that are less than pure.

A committee of civic and business leaders throughout the basin area, headed by Omar Lofgren of Pacific Northwest Bell in Spokane, was formed to coordinate cleanup efforts. The committee has since been separated from a direct relationship with Expo '74, simply because of the complexity of the two projects — river cleanup and the World's Fair — but the results are still the same: The river is cleaner. The committee also sought to improve air quality and solid waste management, but it is in the river that the most dramatic improvements have been made.

Though no one involved in the program is deluded into thinking the waters now run crystal clear (the waters, after all, have been used for dumping of wastes for nearly a century), significant progress is being made, and the river is already running cleaner than it has in many years.

Waste waters from the ore refineries of Northern Idaho, which for years flowed directly into the drainage basin from the smelters, now are diverted through settling ponds, where particulates settle out before the water is released into the streams.

And, communities along the streams and rivers are building sewage treatment plants, for many of them first.

The City of Spokane itself has adopted plans for reconstruction of its sewage treatment plant. When complete, it will allow the City to provide the most advanced treatment possible. Now providing only primary treatment of waste waters, the city will be able to add both secondary and tertiary treatment with the new facility.

Through a blending of corporate, civic and individual cooperation, then, the people who live and work along the waters of the Spokane River drainage basin are making

rapid strides to clean up their waterways. In the process, they are offering proof that a major water system, long the victim of the effluents of an industrialized society, can be cleaned up.

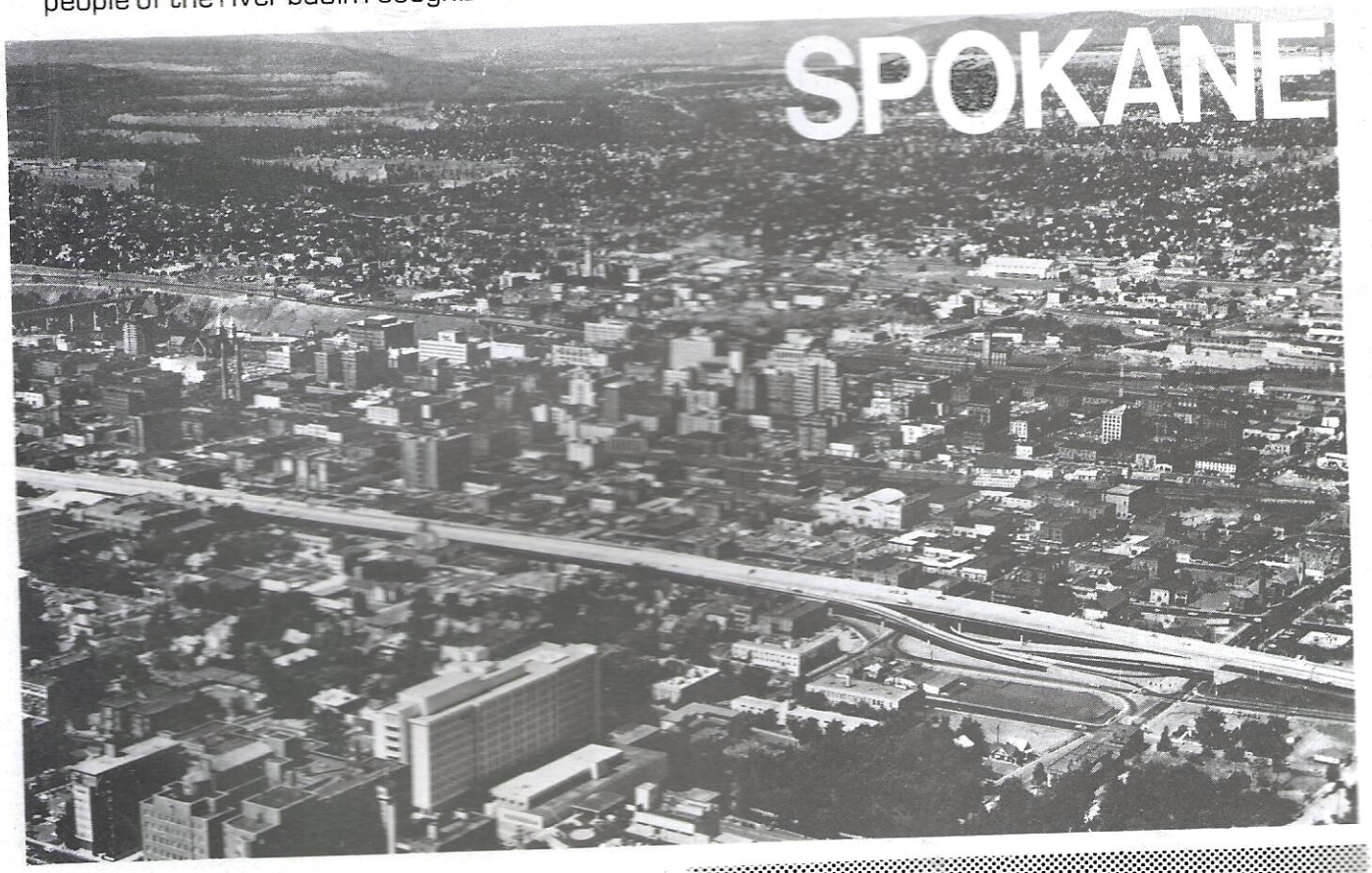
The Spokane people understand it's not an overnight project, but they feel what they're doing is in itself proof of their concern. While most large cities have the problems, few are making large-scale, concerted efforts to solve them.

As Russell Train, chairman of the President's Council on Environmental Quality, said during a visit to Spokane and Expo '74, "You're not going to solve all of your problems by the time Expo ends. The main thing, and I think it is exciting, is that the people of the river basin recognize the need to deal with the problems. You're already making significant progress."

The people of the Spokane community are thus caught up in the spirit of environmental concern, as they invite the world to their area for an intensive look at the quality of the environment around the world.

The influence of preparing an environmental World's Fair has had it effect in areas other than water quality, too.

An Environmental Impact Statement, voluntarily submitted by Expo '74 in the early stages of the Fair's development, viewed the effects the Fair would have on the community, as well as the solutions the Fair could offer for the community's already present problems.



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expo'74
World's Fair
Spokane, USA
May-Oct., 1974

We're delighted to welcome you to Spokane, "The Friendly City." We know you will enjoy Spokane's natural beauty and the friendly warmth of its citizens. While in Spokane enjoying the World's Fair, we hope you will take the opportunity to really get to know us.

All over America there's an America you can still see without driving. Amtrak's America.

It's the morning sun turning a 100-million-year-old glacier into a mountain of gold while you sip a second cup of coffee in a dining car.

It's a child's face when he sees his first real, live Indian as the train pulls into Albuquerque.

It's waking up to find yourself in the middle of a cornfield that stretches as far as the eye can see so that the whole world looks like it's made of corn.

That's what Amtrak's America is all about. It's everything you miss while you're jockeying your car on today's crowded highways, or flying in a jet at 30,000 feet. Everything you miss in your rush to get from here to there.

But you'll see all there is to see from your seat on an Amtrak coach. Or over drinks from the lounge car. Or putting away a roast beef dinner in the dining car. Or high up in a dome car with nothing to block the view.

No gas stops for your car. No rest stops for your kids. No food stops for your stomach.

On the train you're free to move around and meet people along the way. (When's the last time you met anybody interesting in a gas station?)

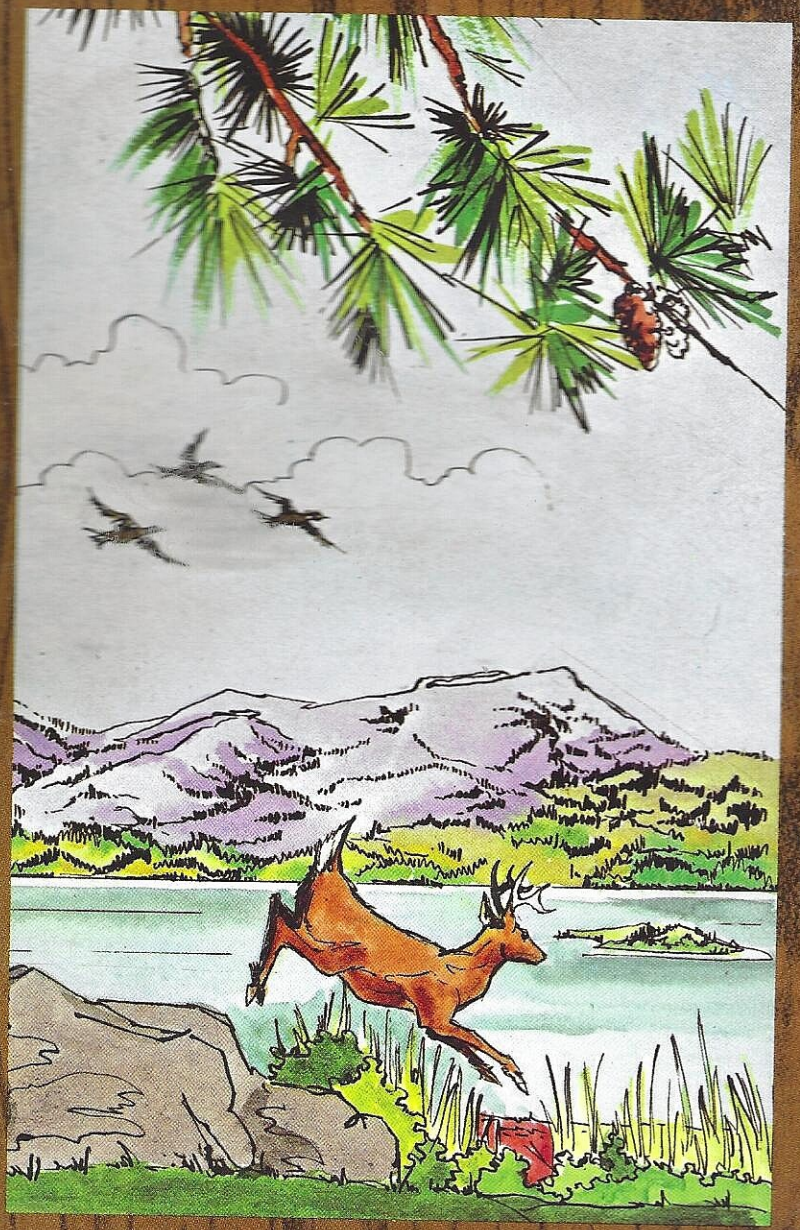
Ask your Travel Agent or Amtrak (we're in the Yellow Pages under Railroads) about the more than 200 Amtrak tours of Amtrak's America. Escorted or independent tours. From 2 to 28 days. Only seats are limited, so book early.

But you can see Amtrak's America without taking a tour, too. Just take an Amtrak train. Get away. Get a view. Get a rest.

Amtrak. We're starting a whole new day in travel.

Amtrak®

We're making the trains worth traveling again.



PACK RIVER PROPERTIES INC.

14208 E. Sprague
Spokane, Wash. 99216
Phone (509) 928-2222

SANDPOINT, Ida. 222 Cedar. (203) 263-6818

COEUR d ALENE, Ida. 413 Sherman. (208) 667-4641

Take a peek at Ecology... through the window of the Gentle Developer ... Pack River Properties, Inc.

Developing doesn't have to mean "changing"... as it did so often in past years. For us, it merely means making a subtle, gentle compromise with Mother Nature and her gifts. Man and wilderness live in harmony... each allowing for the unmolesting presence of the other. That's our definition of "Ecology". Maybe it's because we feel... as Thoreau felt, that a man "is rich in proportion to the number of things he can afford to leave alone."

Acreage in Montana, Idaho, Washington or maybe a condominium on the golf